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THE NATIONAL NEWSPAPER OF MARKETING

'Mislabel' Seizures in FDA Drive Hit 99

Restraint Order Halts Tootsie Roll Shipments Pending Aug. 17 Hearing

WASHINGTON, Aug. 11—Products of such prominent companies as Beech-Nut Life Savers, National Biscuit and Continental Baking were added to the list of government-seized goods as agents made more than 50 additional seizures this week in the Food & Drug Administration's crackdown on food labeling.

Since the drive got under way July 10, the number of seizures in all parts of the country now totals 99. Actions have been particularly numerous in such fields as cereals, tea, spices, candy, and baked goods.

The latest compilation shows that FDA's crackdown has expanded beyond short weight, to inconspicuous labeling, a problem which has been under study by the Senate committee on consumer frauds, under the chairmanship of Sen. Philip Hart (D., Mich.).

■ Two companies which have been particularly hard hit, according to FDA summaries, are Sweets Corp. of America, for Tootsie Rolls, and Quaker Oats, for Puffed Rice and Puffed Wheat. One seizure of Tootsie Rolls was made late last week at National Tea Co., Chicago. Early this week FDA followed this seizure by obtaining a temporary restraining order from the federal district court in Newark which stops Sweets Corp. from shipping any mislabeled products, pending a hearing Aug. 17.

The move for a temporary restraining order against Tootsie Rolls is believed to be the first exercise of this major enforcement power by FDA since food labeling laws were passed. The injunction power is an alternative to multiple seizures, the process which FDA has been using in the Quaker Oats controversy.

■ FDA told the court individual Tootsie Rolls were properly relabeled when the size of the rolls

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Auto Makers' Ads for '62s Set for September Blastoff

Unmoved by Possibility of Labor Problems, Car Men Set Big Schedules

DETROIT, Aug. 11—Automobile manufacturers, seemingly confident there will be no strike in September to delay introduction of 1962 models, are filling out the media lists for their new car announcement ads.

Although the air is turbulent with talk of a strike, observers believe a settlement will be reached before current United Auto Workers contracts expire. The UAW contracts with Ford, General Mo-

(Continued on Page 85)

Revised SEC Ad Rule Says Investment Counselors Must List Good, Bad Tips

Big-Type Disclaimer of Implications Also Must Appear in Ads

WASHINGTON, Aug. 9—The Securities & Exchange Commission today solicited comments on a toned-down version of a proposed regulation which curbs the kind of ad claims that may be made by investment counselors.

A draft which had been circulated last April drew protests from many industry members, who said the SEC proposals were so strict that they might even prevent disclosure of truthful information about their services.

The commission was particularly concerned about promotional materials which stress the riches which have come to those who took the counselor's advice. In its original proposal, SEC circulated a regulation which would have banned the use of ads offering any testimonials or references to past successes (AA, April 10).

In the face of strong protests, the new version eases this restriction. Under the revised plan, information about past recommendations can be offered, provided there is full disclosure of the bad recommendations along with the good ones.

■ The proposals would cover approximately 1,600 investment advisers, which currently constitute the only major segment of the promotional section of the investment industry exempt from SEC regulation. Rules governing advertising by brokers, dealers, investment companies and underwriters have been in effect since the early days of the commission.

SEC said the new rules are regarded as necessary because investment counselors generally are required to adhere to a stricter standard of conduct than that applicable to ordinary merchants.

"Securities are 'intricate' merchandise," the commission said, "and clients or prospective clients of investment advisers are frequently unskilled and unsophisticated in investment matters."

Lack of regulation of investment counselors had been heavily criticized early this year by Presidential adviser James M. Landis, who said many investment counselors have morals "not exceed-

(Continued on Page 86)

PLAY BALL—*Larus Bro. Co. is repeating its House of Edgeworth World Series contest this year. $40,000 in prizes will be awarded for completion of a jingle. This ad will run in August and September issues of The Saturday Evening Post, Sunday and This Week Magazine.*

Lever to Put $3,500,000 into Debut of Syrup

Mrs. Butterworth's Has 2% Butter Content, Is Packed in Figurine Bottle

NEW YORK, Aug. 11—Lever Bros. will go national this month with Mrs. Butterworth's syrup, a mapley-flavored syrup with a 2% butter content.

Lever has set a $3,500,000 ad budget for the national introduction. Advertising will begin in the last week of August, with J. Walter Thompson Co. handling the drive.

Lever, which has trouble enough competing against Procter & Gamble, will be taking on General Foods Corp. with Mrs. Butterworth's syrup. GF has the top

(Continued on Page 86)

Colgate's Fluoride, Cue, Enters Dentifrice Derby

Only Lever Among Major Toothpaste Makers Is Without Fluoride Brand

NEW YORK, Aug. 10—In dentifrices, the magic words used to be "ammoniated" and "chlorophyll" and "anti-enzyme." This year the key to sales seems to be "fluoride."

Item: **Colgate-Palmolive** has just announced it is market testing a new stannous fluoride toothpaste called Cue in Texas and New Orleans.

Item: **Bristol-Myers** two weeks ago clarioned a "new" Ipana boasting not only hexachlorophene, but sodium fluoride as well.

Item: **Procter & Gamble,** a powerhouse in the dentifrice business with a 45% share of a $235,000,000 retail market, has seen its fluoride label, Crest, more than double its sales in a year.

Only **Lever Bros.,** among the top four companies, is now without a fluoride brand in the market.

■ Colgate, whose Gardol is still the single best-seller in the field, though now by the slimmest of margins, said Cue would be boosted by television spots and cut-ins and newspaper space through D'Arcy Advertising. A Cue cartoon stuffer aimed at mothers tells of "the new stannous fluoride toothpaste with the happy new taste for kids who don't like to brush their teeth." It calls stannous fluoride "the famous cavity fighting ingredient you've heard so much about" and claims "no other toothpaste gives you more stannous fluoride."

For Colgate, Cue represents a re-entry into the fluoride field. In 1955 it launched Brisk, a sodium

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Tired of Liquid Diet? Rejoice; Metrecal Wafers Are on Way

EVANSVILLE, IND., Aug. 11—Edward Dalton Co. division of Mead Johnson & Co. will introduce into national distribution in September the first solid food addition to the Metrecal line of products, Metrecal Wafers, as well as a new quart-size can of Metrecal liquid.

Heavy television and consumer magazine advertising will be used to launch the two new products.

Nine of the spice-flavored Metrecal wafers will be promoted as the nutritional equivalent of one 8 oz. glass of Metrecal liquid, a 225-calorie meal. In appropriate quantities the wafers can be used with water or other liquid as a total diet, for one or two meals daily or in combination with Metrecal liquid.

The wafers will be available in packages containing 36, wrapped in four cellophane "sleeves."

Kenyon & Eckhardt, New York, is the agency. #

$5,000,000 in GF Billing Shifted to FC&B N.Y. Office

General Foods Also Reassigns Open Pit Unit from Y&R to Ogilvy

CHICAGO, Aug. 9—The Perkins-S.O.S. division of General Foods Corp., which will move next year from Chicago to GF headquarters in White Plains, N. Y., will transfer more than $5,000,000 in billings from the Chicago office of Foote, Cone & Belding to FC&B's New York office, and will switch its Open Pit barbecue sauce account from Young & Rubicam, Chicago, to Ogilvy, Benson & Mather, New York.

Both the billings transfer and the agency switch will become effective after Jan. 1. General Foods reportedly changed agencies because it wanted to give more business to Ogilvy, which also handles Maxwell House coffee.

■ General Foods purchased Open Pit Food Sales Co. last September, and started national advertising for the barbecue sauce last April. Open Pit billings have been estimated at about $750,000. Young & Rubicam, which picked up Open Pit last fall, is one of General Foods' two largest agencies, along with Benton & Bowles.

Among the Perkins division products moving from Chicago to New York are S.O.S. scouring pads, Kool-Aid, Good Seasons salad dressing mix and Kool-Pops.

FC&B has not yet determined the extent or exact nature of the personnel shifts which will be involved in the account transfer.

Last Minute News Flashes

Mogge, 2 Execs Depart Atherton Mogge for Wade

LOS ANGELES, Aug. 11—Atherton Mogge Privett Inc. has lost its president, two other executives and an undetermined number of accounts this week, following the resignation of Norton Mogge, Tom Scholts, vp, and Luther Myhro, art director. Simultaneously the trio announced that effective Sept. 1 they will join Wade Advertising here, Mr. Mogge as senior vp, Mr. Scholts as account supervisor, and Mr. Myhro as assistant to both. Moving to Wade also will be Barbara Ann Baking Co. and also, reportedly, Seven-Up Bottling Co. of Los Angeles. The resignations came as a surprise to Mr. Mogge's colleagues at Atherton Mogge. Jack Privett, vp and secretary-treasurer, a partner of Mr. Mogge since 1947, said the agency will change its name to Atherton-Privett as of Aug. 31. Referring to Mr. Mogge's departure, he said, "We only found out about it yesterday." He added that he didn't know how the hegira would affect his client list.

Gordon Baking to Go to Grant Nov. 10 from Ayer

DETROIT, Aug. 11—Gordon Baking Co., maker of Silvercup bread, will switch its account Nov. 10 to Grant Advertising, Chicago, from N. W. Ayer & Son, New York, which picked up the account just six months ago (AA, Feb. 13). This will be the sixth agency change in seven years for Gordon, which has approved an ad budget of $500,000.

Renault Canada Switches to Grey from Crombie

MONTREAL, Aug. 11—Automobiles Renault Canada has switched its advertising from Crombie Advertising to Grey Advertising.

(Additional News Flashes on Page 85)

Autolite Narrows Contenders for Its Account to 3

Billing on Prestolite May Be as Low as $250,000: Wonacott

TOLEDO, Aug. 9—Electric Autolite Co., trapped in a "conflict of interest" situation, will dissolve the conflict in September by switching its account from Batten, Barton, Durstine & Osborn to another agency.

Earl F. Wonacott, new corporate advertising manager of the company (AA, July 17), said Electric Autolite is forced to move the account because BBDO also is handling the competitive Motorcraft division of Ford Motor Co. Both accounts are in BBDO's Detroit office.

Mr. Wonacott said Electric Autolite has narrowed the field to three agencies from an initial list of 14. He said presentations will be made the final week of August, and the decision will follow shortly after Labor Day.

Although he would not reveal the identity of the three finalists, it is believed that two are located in Detroit and one in Cleveland. The 14 agencies that answered the original questionnaire reportedly were in all parts of the country.

The ad budget, according to Mr. Wonacott, will depend on some management decisions still forthcoming, but he added that it "could go as low as $250,000."

■ BBDO appears to have been caught in the middle in this year's transaction between Ford and the Toledo electrical manufacturer. Here is the background:

BBDO took over the Electric Autolite account in January, when it moved from Grant Advertising. At the time, the company was deep in the automotive aftermarket, selling replacement batteries, spark plugs and other electrical equipment.

In April, Ford bought the Autolite trade name, distribution rights and sales organization, plus two manufacturing plants, for $28,000,000 (AA, April 17). At the time, the Autolite account was estimated at $3,000,000-plus, with more than 75% of the billings covering the replacement business that Ford bought.

The transaction meant that BBDO suddenly found itself working for Ford Motor Co., as well as Electric Autolite. One of the properties Ford picked up in the deal was the ABC-TV show, "The Racers," scheduled to begin in October.

■ Ford set up a new division, still to be named officially, but tentatively carrying the Motorcraft designation, to absorb the new acquisition. BBDO, because it already was handling the Autolite consumer advertising, became the Motorcraft agency.

The industrial advertising is the part that will move in September. Electric Autolite currently is an original equipment manufacturer, supplying electrical, aircraft and industrial components to other manufacturers.

But, according to Mr. Wonacott, the firm's plans call for all-out promotion of the Prestolite brand name on the aftermarket. The size of the ad budget will depend on Prestolite activities.

■ At the moment, Electric Autolite is faced with the task of building a new sales organization to handle Prestolite products. Prestolite brand has been in existence since 1915 (formerly Prest-O-Lite), and is one of the properties that Electric Autolite retained following the Ford purchase.

Thus, the agency to be named in September will handle both industrial and consumer advertising for Electric Autolite. #

Smith, Kline Sets Bow for Contac Cold Remedy via FC&B

PHILADELPHIA, Aug. 10—Dristan, look to your laurels! Contac is on the way from Smith, Kline & French Laboratories, one of the nation's leading producers of ethical drugs.

Smith, Kline & French will make its debut in the proprietary drug market this fall when it introduces Contac, a new sinus and head-cold remedy.

The Philadelphia ethical drug house is keeping the wraps on this product "for competitive reasons." Its chemical content has not been revealed and there is no news of the copy appeal that will be used.

However, the company has stated that Contac is a cold remedy with a "major advantage" over other products.

■ ADVERTISING AGE was told today that contrary to practice in the drug field, Contac has not been placed in test markets. Instead, the company plans to introduce it nationally from the start.

Smith, Kline & French plans to be using television, newspapers, and magazines to launch Contac, indicating that it is prepared for a multi-million-dollar campaign. Advertising has been assigned to Foote, Cone & Belding, New York, where A. J. Becker is supervising the account.

■ Smith, Kline & French has set up a new company, Menley & James Laboratories, to market Contac. This is the name that will appear on the package and in advertising. The SK&F name will not be mentioned in connection with the product.

In practice, however, Menley & James is operating as the proprietary department of the marketing division of the company. Thomas Rauch, Smith, Kline's marketing vp, is president of Menley & James. Peter Godfrey, another Smith, Kline executive, is vp of the new subsidiary.

If Contac is successful, Smith, Kline presumably will market other proprietaries. #

Allen-Klapp Names Thompson

Allen-Klapp Co. has named John R. Thompson manager of its Detroit office. He replaces William Conner, transferred to Chicago.

NEW—from the Parker people
A "convertible" fountain pen with a 14K gold point
The new Parker 45
$5
The BIG-E...New pen from Eversharp
The cartridge pen that converts to a fountain pen
$2.98
EVERSHARP

CONVERTIBLES—*Parker Pen Co., Janesville, Wis., will use ads like this to promote two new ink cartridge pens which can be converted to fountain pens (AA, Aug. 7). The Parker 45 ad breaks in the Aug. 29 Look, with ads following in Look and The Saturday Evening Post. The Eversharp Big-E ad is slated for the Sept. 1 Life. Leo Burnett Co. is the agency.*

'61-'62 Outlook for Spot Radio, TV Is Favorable, Bolling Survey Indicates

Roundup Shows Some Agencies Plan to Use Longer Station Breaks

NEW YORK, Aug. 9—The 1961-'62 fall-winter outlook for spot radio and tv business looks favorable:

- Of a cross section of 225 major national and regional accounts, 108 will increase their spot budgets; 91 will continue at 1960-'61 levels; 17 will cut back their expenditures.
- Of spot advertisers surveyed, 104 will use tv exclusively; 78 will use radio only; 46 will use both.
- Little more than a handful of companies—about 10 in the group surveyed—were thinking in terms of using new 40-second tv breaks.

■ These were highlights of a spot buying patterns survey released today by the Bolling Co., radio-tv station representative. Data were obtained by the rep's salesmen from agencies in Atlanta, Boston, Chicago, Dallas, Denver, Detroit, Kansas City, Los Angeles, Memphis, Minneapolis, New York, Philadelphia, San Francisco and St. Louis.

The city-by-city report showed (in many cases) name of client, agency, product, start and length of campaign, number of markets and type of spot. Some budgets were listed. There was an outlook summary from Bolling executives in each city.

■ Three Leo Burnett Co. clients were among those considering the use of extended breaks for fall. These were Marlboro and Alpine cigarets and Star-Kist tuna. Lone Star beer, through Glenn Advertising, may be a customer for 30s or 40s when stations make definite plans on rate structures.

Others who may be prospects for elongated nighttime spots: Richfield Oil Corp. (Hixson & Jorgensen), S&W Fine Foods (Doyle Dane Bernbach), Laura Scudder potato chips (DDB), and Domino sugar (Ted Bates & Co.), which likes the idea of longer spots, but not the price.

Compton Advertising has readied copy for 30s and 40s for two Procter & Gamble products—Duncan Hines and Duz.

■ From Frank Cason in Atlanta came this summary of spot business prospects: "One trend is apparent for the upcoming fall season—the use of television only in major markets and heavier use of radio in medium and small markets. The reasons: (1) Increase of tv cost in major markets; (2) flexibility of radio, low cost, ability to pinpoint a specific audience.

"The chief reaction evident concerning extended breaks is an almost unanimous fear of triple spotting. Local sales managers and

(Continued on Page 12)

General Mills Polls Pooches on Its New Surechamp Dog Food

MINNEAPOLIS, Aug. 10—Canine consumers verified ad claims in advance of a campaign for Surechamp Meal Ticket, the new dog food General Mills is introducing this summer on the West Coast.

Pooches in seven cities strategically located throughout the market voted so favorably, the company and Tatham-Laird, its agency for pet foods, will be using the story as a central theme for advertising throughout the year.

Meal Ticket is a dry dog food, which, the company says, combines ingredients, cooking texture and a new roll shape to enhance flavor appeal.

Introduced June 1, it is replacing previous Surechamp products on grocers' shelves.

■ Advertising broke in mid-July. Large-size b&w ads have been appearing in about 35 daily newspapers, supported by insertions in Metro and *Puck—the Comic Weekly* Sunday comics sections. There are to be ads in *Sunset Magazine* and West Coast editions of *Family Circle* and possibly other similar magazines.

Here's how the "poodle poll" project unfolded, according to Jim Lindsey, product ad manager for pet foods at General Mills.

The claim "two out of three dogs switched to new Surechamp Meal Ticket" evolved from kennel tests at General Mills' pet research center in Indianola, Ia.

Working with local newspapers and with obedience clubs and similar organizations of dog owners, General Mills arranged April tests

Seattle dogs check new dog food claims
2 out of 3 dogs switched to New Surechamp Meal Ticket in General Mills' Kennel Tests

CANINE CONSUMERS—*General Mills is using newspaper ads like this featuring its poll of pooches in West Coast markets.*

in San Diego, Long Beach, Sacramento and San Jose, Cal.; Portland, Ore.; and Seattle. There was also a re-check in Tucson.

The tests were simple. A bowl of Meal Ticket and a bowl of another dry dog food chosen by the owner were set before each canine panelist.

"We couldn't duplicate our laboratory conditions, of course," said Mr. Lindsey. "Some dogs weren't hungry. Others were distracted by the presence of other dogs. We asked, however, that each dog get either a sniff or a taste of each brand. Then the owner filled out a ballot, indicating which food the dog appeared to prefer."

The introductory ads give details of an "Eat Good Guarantee" coupon in every box of Meal Ticket. If the dog doesn't enjoy his meal, his master is invited to send the coupon with a letter of explanation to Minneapolis. In return he will receive a coupon good for $1 toward purchase of any dry dog food. #

Highlights of This Week's Issue

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Walgreen Co. declares war on cut rate sellers of drugs. ..... **Page 6**

Green Giant Co. returns to television after a six year absence. ..... **Page 8**

Samuel I. Newhouse purchases the Oregon Journal for more than $8,000,000. **Page 10**

Florida Citrus Commission delays hearing presentations by agencies 30 days. ..... **Page 26**

Robert E. Kahl, formerly exec vp of marketing, sales and distribution, Borden Foods Co., is appointed head of a newly-formed corporate marketing services department of Borden Co. ..... **Page 31**

Arthur T. McIntosh & Co. runs a newspaper campaign featuring $50,000-and-up homes to sell a community. ..... **Page 32**

Coca-Cola Co. will launch a "Coke and Burger" promotion in September. ..... **Page 36**

C. J. Laurin, president of the Periodical Press Assn., says there has been a great deal of misunderstanding in the U.S. about the recommendations of the Royal Commission on Publications. **Page 47**

Advertising Council sets campaign to promote U.S. market data. ..... **Page 50**

Peter G. Peterson, president of Bell & Howell Co., believes tried and true marketing methods may not be enough to move "the coming log-jam in new products." ..... **Page 63**

Broadcast Clearing House, proposed central billing organization for spot radio and spot tv, hopes to open for business by January or February. ..... **Page 74**

Kroehler Mfg. Co. sets a fall advertising and merchandising campaign designed to recapture the consumer's interest in home furnishings. ..... **Page 82**

Federal Communications Commission approves a complicated financial transaction which will enable two Rochester, N.Y. tv stations which currently share a channel to each have a channel of its own. ..... **Page 84**

Committee for Improvement of Advertising Content makes its facilities available on request on local problems of objectionable advertising. ..... **Page 89**

Texas AFL-CIO urges the state legislature to pass a gross receipts tax covering all advertising in newspapers, radio, television, outdoor, direct mail and circular media. ..... **Page 92**

McGraw-Hill Publishing Co. changes the name of American Automobile/El Automovil Americano to Automobile International/Automovil Internacional, effective with its October issue, in an effort to bring the magazine in line with the "reality" of the overseas automobile business. ..... **Page 86**

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Du Maurier Gets Market Tests of New Price, Pack

LOUISVILLE, KY., Aug. 8—Brown & Williamson Tobacco Corp. is testing Du Maurier filter tip with a new blend in two markets to decide whether the brand should remain a premium cigaret or go popular.

The test markets are Columbus, where the brand is priced at the popular level, and Indianapolis, where it sells as a premium cigaret comparable to Philip Morris Inc.'s Benson & Hedges.

B&W is using three newspapers for the test. They are the *Columbus Dispatch* and *Indianapolis Star* and *News*. All ads are 1,000 lines. The company also is using r.o.p. color for the first time, following the lead taken by the big names in the field. Prior to this test, which began at the start of the month, Brown & Williamson had mainly used magazine space for Du Maurier.

The test had been "in the works" for several months. It will run for an indefinite period.

■ Bruce E. Crawford, account executive at Du Maurier's agency, Ted Bates & Co., said that the main idea behind the test is "to sell cigarets." The package has been redesigned, and in place of the old flip-top box is a London slide case with twin-foil inner wraps. The package has an orange-red basic color, with the Du Maurier trademark in silver and black.

The new slide case is printed by rotogravure on white hi-fi paperboard by Marathon, a division of American Can Co., Menasha, Wis.

Mr. Crawford said the twin campaigns are being conducted to test response to the revamped brand. In the company's thinking, the cigaret represents a better design for the modern market, in terms of taste and package.

■ For both markets, copy proclaims:

"The luxury of a unique Turkish and domestic blend enriched with costly latakia, for a rich smoothness of taste no other cigaret can give you. The luxury of Du Maurier's custom-recessed filter, to protect the full, clean flavor. The luxury of the London slide case, with two individually foil-wrapped packs of ten, to keep Du Maurier firm all day, fresh all day. Now the world's largest selling luxury filter is at popular price."

But the headlines ring the changes. For the Columbus market, where Du Maurier shapes up as a popular-price item, the big print reads: "'Never thought I could get so many smoking luxuries at a popular filter price."

In Indianapolis, the headline reads: "I took his advice and now . . . if I couldn't afford Du Maurier, I wouldn't smoke at all." #

Losee Named AM Radio Head

Wilmot H. (Bill) Losee has been named president of AM Radio Sales Co., New York. He previously was general manager of the Westinghouse station representation subsidiary. Donald H. McGannon, president of Westinghouse Broadcasting Co., who had held the title of president of AM Radio Sales, will become chairman of the board.

Mann Joins KITN, KITI

Calvin H. Mann, formerly manager of KVOS, Bellingham, has joined KITN, Olympia, and KITI, Centralia-Chehalis, Wash., as advertising manager. At the same time, Philip A. Roewe has resigned as station manager of KITI.

"...never thought I could get
So Many Smoking Luxuries at a Popular Filter Price!"
"...I took his advice and now...
If I Couldn't Afford du Maurier, I Wouldn't Smoke at all!"

POPULAR OR PREMIUM—*Brown & Williamson Tobacco Corp. rings the changes on the popular or premium theme with these otherwise identical test ads.*

'Believe Me, This Is a Business All Its Own' . . .

It's More Vital for Adman to Know Ads Than Client's Business: Bernbach

It's Not Strategy, but Sell, Agency Head Tells AA Creativity Workshop

CHICAGO, Aug. 8—An advertiser should hire an agency because of its ability to persuade consumers through advertising, not because the agency is familiar with the advertiser's business and industry, William Bernbach, president of Doyle Dane Bernbach Inc., maintained here last week.

Speaking at the closing session of the fourth annual Summer Workshop on Creativity in Advertising, sponsored by ADVERTISING AGE (AA, Aug. 7), Mr. Bernbach asserted that the most brilliant marketing plan ever devised won't sell products if the advertising doesn't get through to potential customers.

"For the life of me, I can't understand why an advertiser can't see the vast difference between a business strategy or plan, and the actual advertisements that persuade the public," Mr. Bernbach said. "If all he wants is people who know his business, why bother about an agency at all?

■ "How can we ever know his business as well as he does? He spends virtually every waking hour at it. He breathes it. He sleeps it. All its nuances have become part of him. In fact it is this ardent devotion that is at the bottom of his success. How are you and I in the agency business going to match those years of virtually uninterrupted concentration? How are we going to match the love—yes, I mean love—that he has lavished on his business and which has brought to him this deep understanding that made him rise to the top?

"The answer is simply that we're not going to match it," Mr. Bernbach said. "But that's not what he should retain us for. What the advertiser needs in an agency is people who know the advertising business, people who spend almost all

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F&S&R 'on Prowl' for New Business, Holden Tells Group

NEW YORK, Aug. 9—Fuller & Smith & Ross is "on the prowl for new business," especially in the package goods field, despite its limited experience in that area.

William E. Holden, senior vp and manager of the agency's New York office, confessed this to reporters and radio-tv men here today, following a demonstration of a new research panel technique.

Mr. Holden pointed out that F&S&R recently was named to handle four Lehn & Fink brands, winning over other agencies, including three incumbent Lehn & Fink shops with plenty of package goods experience.

■ Among the reasons the F&S&R executive advanced for feeling that more new business should be in the offing for his agency:

1. Its adaptation of closed circuit tv to "focused group interviewing" to provide insight into marketing problems.

2. The development of a technique for measuring the effective-

(Continued on Page 93)

L. A. Bottler Assigns Hires, Bireley's to Cole, Fischer & Rogow

LOS ANGELES, Aug. 8—Pepsi-Cola Bottling Co. of Los Angeles, which two weeks ago named Batten, Barton, Durstine & Osborn to handle its Pepsi business, has appointed Cole, Fischer & Rogow Inc. agency for Bireley's soft drinks and Hires root beer, also bottled by the company.

In July, the bottler's account was resigned as unprofitable by Young & Rubicam, and was later awarded to BBDO, agency for the national Pepsi account as well as for a string of other bottlers in the U.S.

The Bireley's and Hires portion of the bottler's business reportedly accounted for less than $25,000 in billings last year and was rejected by BBDO as conflicting with Pepsi-Cola. #

BBDO (Canada) Adds Fargo

Chrysler Corp. has appointed Batten, Barton, Durstine & Osborn, Toronto, to handle advertising for Fargo trucks in Canada, effective with the 1962 selling season. BBDO already handles Dodge cars and trucks in Canada. The previous Fargo agency is Grant Advertising, which continues to handle Canadian advertising for Chrysler, Plymouth and Valiant cars.

ABC Will Offer Other Two Nets Strong Competition in the Field of Specials

NBC, Which Pioneered TV Specials, and CBS Focus on Regular Shows

By Maurine Christopher

NEW YORK, Aug. 8—The 1961-'62 season will find hard-driving American Broadcasting Co. emerging as a lusty competitor of National Broadcasting Co. and Columbia Broadcasting System in the programming and sale of specials

In other years both NBC—originator of the spectacular or special—and CBS generally have been only too willing to shout about their plans for dazzling specials. Now their main attention is focused on the week-in-and-week-out schedule rather than on the shrinking number of specs.

The tipoff at CBS came several months ago when James T. Aubrey Jr., president of the network, decreed that 1961-'62 specials should be programmed on a limited basis to protect the rating records of regular shows. In February the network assured advertisers that future special programming "would be of a highly selective character, intended to enhance, rather than to diminish the value of the time periods where regular programming may be displaced" (AA, Feb. 13).

■ Unlike CBS, NBC hasn't publicly poured cold water on the idea of injecting excitement into the tv routine with occasional blockbuster productions built around major events, little televised big names, or off-beat, experimental concepts. But the network which used to lead the industry in ballyhooing this type of attraction has yet to put together a chart to show what its specials schedule looks

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KLM Airlines Shifts Account to Ogilvy from EWRR

Account Is Expected to Bill $1,500,000; 'Twas Less at EWRR: Briggs

NEW YORK, Aug. 9—Erwin Wasey, Ruthrauff & Ryan had trouble with the KLM Royal Dutch Airlines account almost from its appointment to handle the business four years ago. But that's over now—the account has been switched to Ogilvy, Benson & Mather.

KLM expects to bill $1,500,000 with Ogilvy, although James B. Briggs, exec vp of EWRR, said today the account never had billed that much in the past.

Reports that KLM was looking for a new shop circulated a month ago, following the departure from EWRR of the two top account men. Eugene A. Raven went to Foote, Cone & Belding to work on Trans World Airlines, and John Keavey went to Doyle Dane Bernbach to work on American Airlines.

Queried at the time, Robert Murphy, ad manager of KLM, flatly denied that presentations had been invited from agencies (AA, July 10). However, KLM said today that agency presentations were heard here last week.

■ The account change was announced by KLM's new president, E. H. van der Beugel, who stated: "We have confidence that Ogilvy, Benson & Mather, an agency noted for creative thinking, will inject a fresh new viewpoint in our advertising."

Current KLM advertising uses the theme, "It's a treat to go

(Continued on Page 94)

Woodhill Chemical Ads Push Consumer Suggestion Contest

CLEVELAND, Aug. 9—Woodhill Chemical Co. wants new product ideas, and the company is sponsoring its first consumer contest to get them.

Woodhill, which manufactures fix-it repair products under the Duro-Plastic brand, has long been asking consumers to write and tell the company what they think of its products, and has been rewarding these consumers with free products. Now, in an effort to pull in more ideas, the company has made a contest of it; this fall it will give away color tv and hi-fi sets, bicycles and transistor radios to 1,001 winners of a write-in competition.

The October *Popular Mechanics* will carry a full-color inside back cover; the September *Popular Science* will carry an inside cover of a special section inside the magazine; the September *Family Handyman* will have an inside cover. Also, September and October issues of *Good Housekeeping* will carry 57-line ads. A number of business publications also will be used.

■ Woodhill is offering dealers a contest kit of counter display cards, entry blanks, window banners and ad mats. About 30,000 point of sale displays will be distributed to dealers, the company said. More than 4,000,000 coupons for the displays will be circulated by Woodhill and its distributors.

Since the company first began inviting consumer reaction to its products about 15 years ago, it has received "hundreds of thousands" of responses, the company said.

Woodhill's first big consumer product, a liquid aluminum product in a tube, drew enough letters to suggest two other types of liquid tube products, a liquid rubber and a liquid steel.

Gerst, Sylvester & Walsh, Cleveland, is the agency. #

Now from Campbell
2 BRAND-NEW SOUPS
Campbell's NEW! VEGETABLE BEAN SOUP
Campbell's NEW! TURKEY VEGETABLE SOUP
VEGETABLE BEAN SOUP
TURKEY VEGETABLE SOUP
BUY BOTH AT YOUR GROCERS NOW!

NEW—*Campbell Soup Co., Camden, N.J., ran this ad in the San Diego Evening Tribune to promote its two new soups, vegetable bean and turkey vegetable, which were introduced in Cleveland, Los Angeles and Pittsburgh areas nine months ago. Batten, Barton, Durstine & Osborn, New York, is the agency.*

Cut-Price Selling of Appliances Blurs Jewelers' Public Image, Gershey Says

Loss of Believability of All Ads Is Peril, Bulova VP Warns Jewelers

NEW YORK, Aug. 9—An executive of Bulova Watch Co. told the Retail Jewelers of America convention yesterday that constant promotion of items "foreign" to the traditional line of the retail jeweler has blurred the jeweler's merchandising image in the eyes of the public.

Simon C. Gershey, Bulova vp for sales, said that despite a sharp increase in U.S. population, retail jewelry stores are declining.

"I can recall a visit to a large midwestern city, not too long ago, and was astonished to find five ads by retail jewelers—none of which mentioned watches, jewelry or diamonds, while all of them featured electrical appliances, with the greatest emphasis on price," Mr. Gershey said.

He said appliances originally were brought into jewelry stores to build traffic. They've accomplished this purpose, he said. "Why wouldn't they—when a jeweler selected an article like an electric iron of a well-known brand and advertised it practically at cost?"

■ But as jewelers added other "traffic-builders," and advertised them, "the public image of a prestige store, selling quality merchandise, changed drastically," he continued.

Mr. Gershey argued that ads citing deep cuts from list prices and large pre-determined trade-in allowances also have undermined the jeweler's position.

"Ads lacking believability can quickly destroy the faith and confidence of the buying public in the validity of price tickets on all types of merchandise sold in a jewelry store," he said.

At the convention, Bulova conducted a survey which showed that more than one-third of the 100 retail jewelers queried are planning to step up local advertising to combat discount operations. The survey also reported that few jewelers plan to offer non-jewelry items to build traffic.

The "second watch" will be a big factor in increased Christmas sales this season, the jewelers predicted. Three-quarters of them forecast a rise in sales of 5% to 10%; nearly one-fifth predicted a sales jump of as much as 20%; only 1.4% foresaw a drop in sales.

■ M. Fred Cartoun, chairman of Longines-Wittnauer Watch Co., advised the jewelers to emphasize the quality and value of more expensive gold and diamond watches, which also can be promoted as fine pieces of jewelry. He didn't offer much hope to jewelers who depend on inexpensive watches for their volume, because these types of timepieces are sold in more than 200,000 outlets, of which only 18,000 to 20,000 are jewelers.

Mr. Cartoun urged his listeners to explain the difference between inexpensive "costume jewelry" watches and watches of fine quality and long life through aggressive advertising and in-store salesmanship. #

TWO-SECOND FLIP—*Here are the two sides of the Minnesota Mining & Mfg. Co. ad showing how a tape seal can be applied to a cigar box "as fast as you turned this page."*

3M Industrial Unit Promotes Tape as Cigar Box Closure

ST. PAUL, Aug. 9—A two-stage business paper ad demonstrating one use of its gold metalized pressure sensitive tape—as a closure for Corina Lark cigars—has been developed by the industrial division of the Minnesota Mining & Mfg. Co.

Described as a "before and after" unit, the first side invites the reader to turn the page. It then explains that the two seconds it took to turn the page is the amount of time it takes a 3M automatic applicator to apply the tape. The first side shows a Corina Lark box in two colors, using a strobe photo. When the page is turned, the reader sees a four-color photo of the box, showing the tape.

The ad will appear in the September and October issues of *Modern Packaging*, October and December issues of *Consumer Packaging* and the October issue of *Package Engineering*.

Advertising Supervisor Gene Jordan said the piece will be used as a sales tool as well as an ad.

Klau-Van Pietersom-Dunlap, Milwaukee and Chicago, has been the agency for the 3M division since January, '61. #

Idaho Broadcasters Elect

Duane Wolfe, manager of KCID, Caldwell, has been elected president of Idaho Broadcasters Assn. Other new officers are Don Thomas, KRLC, Lewiston; Gloria Dillard, KBLI, Blackfoot; Mervin Ling, KAYT, Rupert; Jack Link, KIDO, Boise; and Georgia Davidson, KTVD, Boise, all members of the board of directors. Henry Fletcher, KSEI, Pocatello, has been elected vp, and Ed Brainerd, KORT, Grangeville, secretary-treasurer.

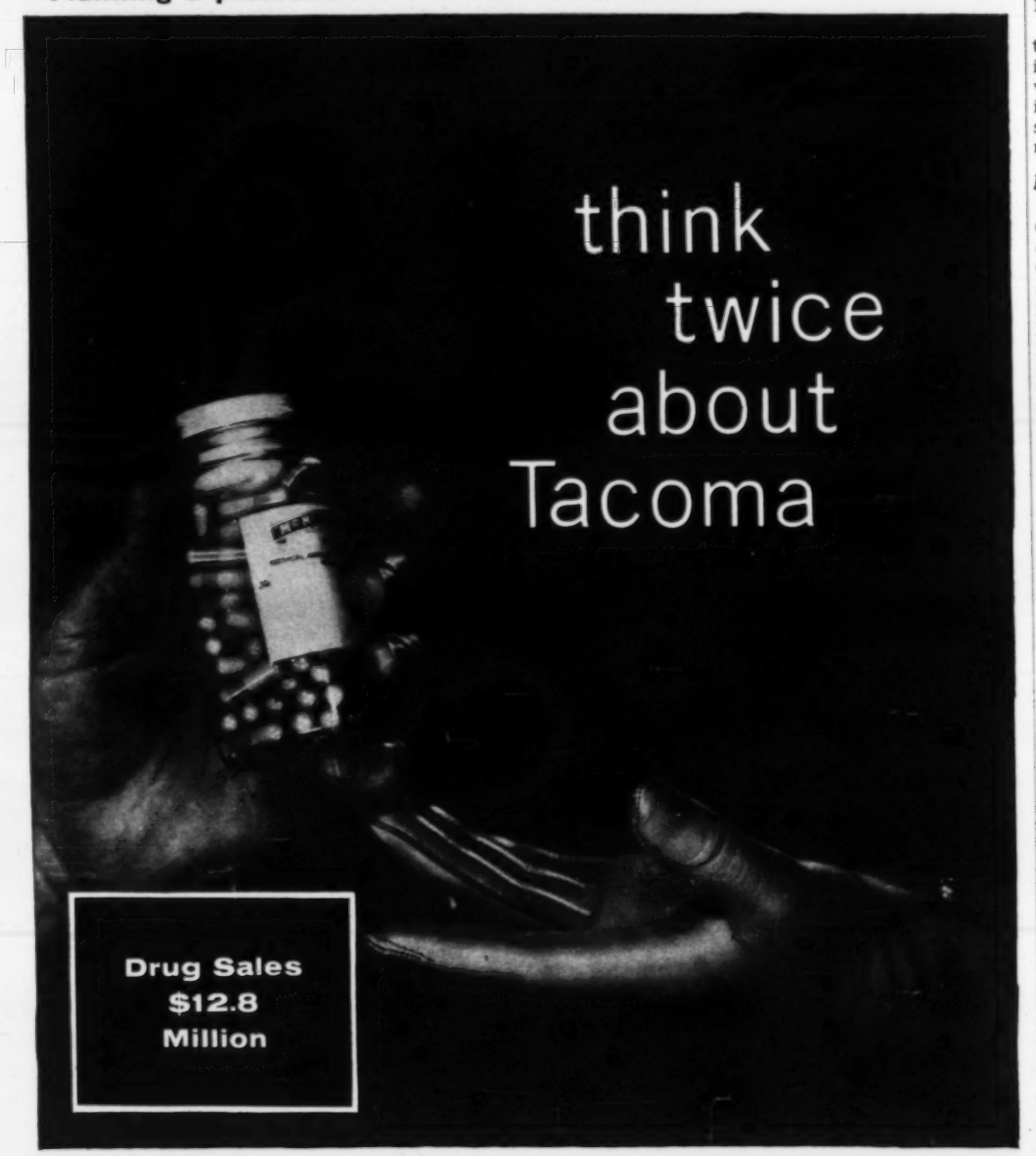
Geidt Gets Marketing Post

Inland Steel Container Co., Chicago, division of Inland Steel Co., has appointed William E. Geidt manager of marketing. Mr. Geidt was formerly assistant manager of the sheet and strip steel sales division of Inland Steel Co. and previously advertising manager.

Fell Joins KHJ

Shirley Fell, formerly with Norman, Craig & Kummel, has joined station KHJ, Los Angeles, as business manager, a new post.

Planning a promotion in the Pacific Northwest?



Washington State's Puget Sound Circle is a vital, growing, concentrated market. In selling this market, your distribution, sales, and merchandising forces cover both Seattle *and Tacoma*. Your advertising must do the same. That means Tacoma is an essential buy on every Pacific Northwest newspaper schedule!

1. Tacoma *must* be covered if you want full selling effectiveness in the Puget Sound Circle—biggest market north of San Francisco.

2. Tacoma can be covered only by the Tacoma News Tribune—delivering 82.1%* coverage of the metro area. No outside daily (or combination) can provide you with merchandisable coverage in the Tacoma market.

*Newspaper Rates and Data

TACOMA NEWS TRIBUNE—An "A" schedule *must*. Circulation now more than 86,000.

Ask the man from Sawyer-Ferguson-Walker Company.

WHAT CAN 3,200,000 NEW MOTHERS DO FOR YOU IN 1961?

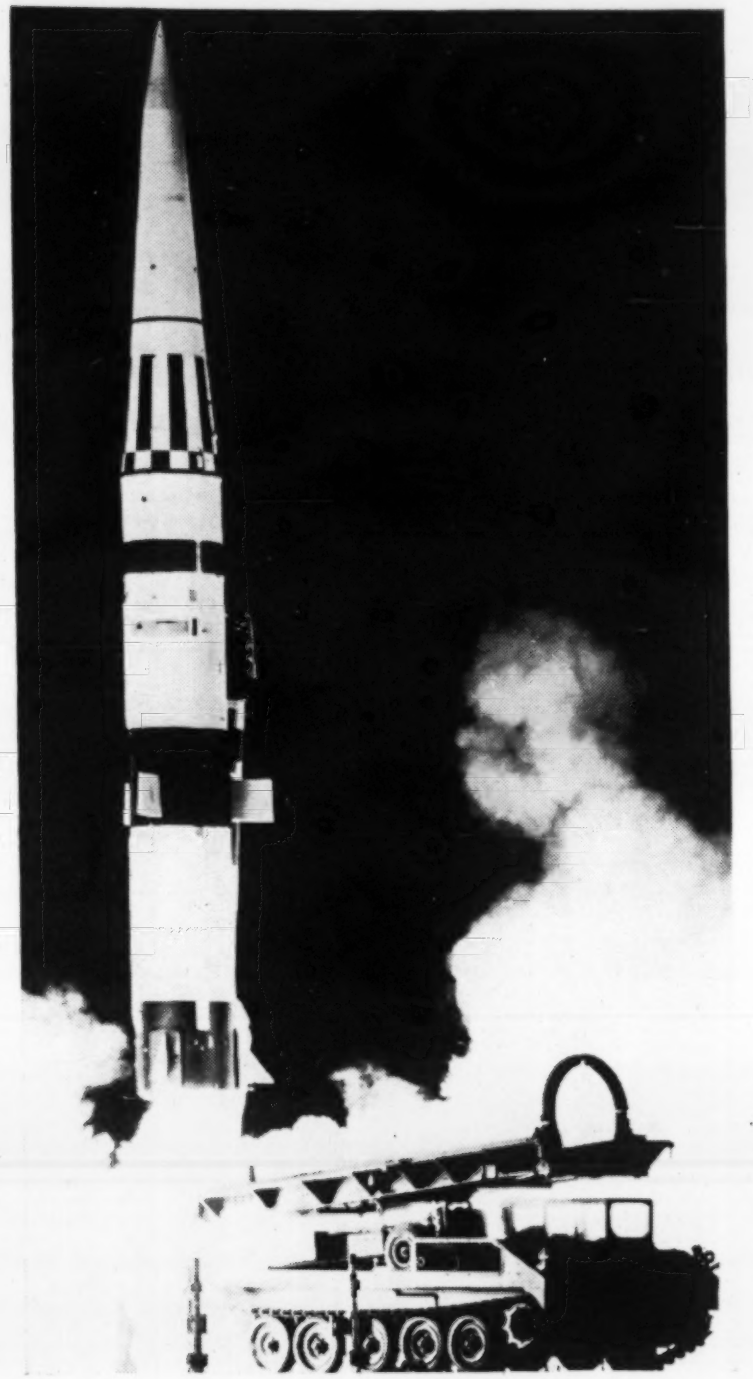
They can boost your sales to a new all-time high.

In 1961, GIFT PAX can sample your product to 3,200,000 new mothers. It will place your samples into the hands of these new mothers right at the hospital bedside, when the impact is greatest.

Gift-Pax®
CONTROLLED PRODUCT SAMPLING
to NEW MOTHERS IN HOSPITALS

A low cost test can be arranged for any area you wish. Phone IVanhoe 5-0660, or write to

Gift-Pax® Inc.
25 Hempstead Gardens Drive
West Hempstead, L. I., N. Y.
United States Canada United Kingdom



THE MARTIN COMPANY

found that,
in the newsweekly field,

NEWSWEEK REACHES INFLUENTIAL "PUBLICS" MOST EFFICIENTLY!

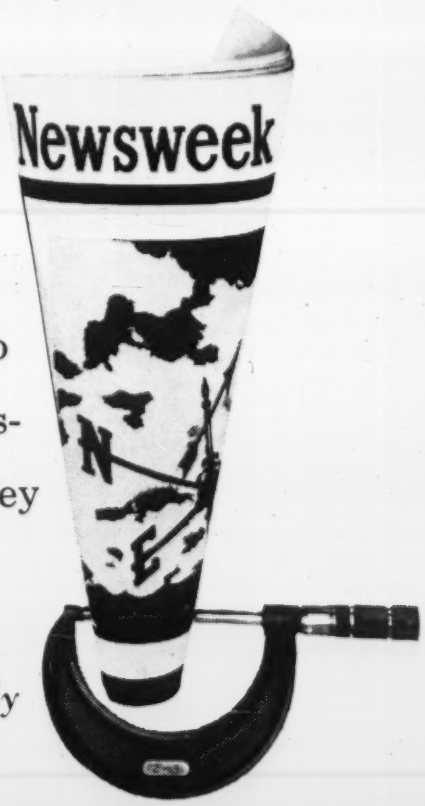
The Martin Company, rockets and missiles manufacturer, in co-operation with Newsweek, recently completed its own marketing and readership study. Martin selected the influential groups to be surveyed.

The results shown at the left reconfirmed this fact: By industry's own measurement, Newsweek proves to be the most efficient newsweekly in reaching the key decision-makers.

THE MARTIN COMPANY

	% COVERAGE (Base: 1,248)	COST PER MENTION *
NEWSWEEK	40.1	**$15.60**
U.S. NEWS & WORLD REPORT	31.1	16.35
TIME	53.8	21.28

* derived by dividing each magazine's number of mentions into its current black-and-white page rate



Newsweek . . . by industry's own measurements . . . the most efficient newsweekly

UNUSUAL TV TECHNIQUE—*The camera was locked in place and drawings moved across in front of it for this tv test commercial for Hi-Health instant white sauce.*

Hi-Health White Sauce TV Ads Get New 'Pan' Treatment

STAMFORD, N. Y., Aug. 9—Prospect Enterprises is using a new art technique for the tv commercials now running in upstate New York to introduce its Hi-Health instant white sauce.

The one-minute commercial, which is being carried on WPTZ-TV, Plattsburg, and WTEN, Albany, consists of a series of drawings, flowing horizontally across the screen without any frame lines. The technique is like a long pan of the camera except the drawings move across the camera, synchronized with voice, rather than the camera moving across the picture strip.

Created by Elliott Nonas, vp of de Garmo Inc., Hi-Health's agency, the spot was filmed by Sturgis-Grant. Mr. Nonas explained that he had used a tv adaptation of a new technique for film stripping.

■ The campaign was launched in July with a page color ad in *Life* in the test market area. Two other ads are scheduled in *Life*, as well as radio spots and newspaper ads.

If things go well in the four-to-five-week test drive, Prospect Enterprises—a new name in advertising—hopes to distribute Hi-Health instant white sauce nationally. #

Bucyrus-Erie Names Martin

Don W. Martin, formerly an account executive of Bert S. Gittins Advertising, Milwaukee, has been appointed manager of sales development of Bucyrus-Erie Co., Milwaukee, manufacturer of heavy construction and drilling equipment.

Walgreen Ads Tell Prices Competitive With Discounters'

CHICAGO, Aug. 9—Walgreen Co., the largest drug store chain in the U.S., has declared war on cut-rate sellers of drugs.

In addition to a pledge from C. R. Walgreen Jr., president, that prescription prices in Walgreen stores will be reduced, the company is conducting a nationwide ad campaign to convince the public that drug stores are the best places to buy drugs.

Walgreen launched the ad push last month with a full page ad in the *Chicago Tribune* (AA, July 24). The company will run quarter-page ads weekly in newspapers in many major markets and some radio spots in Chicago. The ads will be placed direct.

■ In answering the price challenge of mail order prescription companies, discount houses, food stores and other new entries in the pharmacy field, Mr. Walgreen said, "Price is not the principal ingredient of any prescription, but neither can its importance to customers be overlooked.

"Walgreen prescription prices have always been under the average, because we have always believed in serving community health needs at minimum cost," Mr. Walgreen said. "Now, we are proud to announce still further reductions in our prescription prices. We believe that our prices today are as low as or lower than mail order prescription systems, or prescription clubs, or any other publicized discount operations anywhere.

"But the point at issue is not simply price," he said. "For our country's traditional pharmacy service, via the neighborhood drug store or prescription shop, must not be lost to any community. It contributes a vital public health service that cannot be given by any mail order system or other impersonal, incomplete prescription dispensing plan."

■ The Walgreen president warned that the "point at stake today is whether the pharmacist-in-every-community tradition is to be lost to the people of America because of price warring from sources providing only partial pharmacy service.

"Our answer is prescription prices as low or lower than any outside source—right in our neighborhood drug stores," Mr. Walgreen said. #

Marplan Names Dr. Lyness

Dr. Paul Lyness has been appointed senior research consultant of Marplan, research affiliate of Interpublic Inc., New York. Dr. Lyness has worked closely with Interpublic during the past year while he operated his own market consultant service. He was previously president of Gallup & Robinson, Princeton, N. J.

Avalon Hill Names Mayhorne

Kenneth E. Mayhorne, formerly of VanSant, Dugdale & Co., Baltimore, has been appointed advertising manager of Avalon Hill Co., Baltimore, game publisher and manufacturer.

EDWARD PETRY & CO., National Representatives

For two in love, *particularly a client and an agency who are in love with sales, there's a television station in Houston, Texas to light their way until eternity . . . KPRC-TV, the starlit station that lights the way, forever.*

NBC

FACTS ABOUT KPRC-TV DIAMONDS Choose any one of the four basic gems in television's gamut, I.D., Chainbreak, Minute, or Program, you'll get clarity, brilliance and value on KPRC-TV. A trusted station representative is your best adviser.

KPRC-TV, HOUSTON, IS FOREVER

GO DIRECTLY TO BEST CUSTOMERS
PASS COMPETITION ADVANCE TO HIGHER SALES
GO TO WEST COAST; COLLECT SALES BONUS
COMPETITION FAILS TO BUY REGIONAL JOURNAL MOVE AHEAD OF HIM
YOU NOW OWN NEW ENGLAND AND MIDDLE ATLANTIC
FINISH AD SCHEDULE COLLECT DIVIDENDS
AD-VANTAGE
[a game of sell]
The Ladies' Home Journal's new 7-region marketing strategy for advertisers
RULES
1 The object is to increase the sales of a product by advertising in a regional edition of the Ladies' Home Journal. Any number of local and national advertisers can play.
2 Play starts by advertisers selecting the areas of the United States they want to be in. There are seven areas, one for each of the Journal's new regional editions. An advertiser can choose any number of areas, from one to seven.
3 The next move is for each player to decide how many ads he wants in the editions he has selected. For every ad he runs, he scores an automatic 8 points:
1. Lower cost
2. Balanced coverage
3. Larger, younger, wealthier audience
4. Greater prestige
5. More merchandisability
6. Longer-lasting impact
7. Exclusive coverage with women
8. Maximum reach in selling area
4 A national advertiser has many options: For example, he can select one regional edition for test-marketing a new product – or several editions for testing a new campaign.
5 Game continues until each advertiser has completed his schedule of ads. (The temptation to play again will be irresistible.)
6 Final scoring is simple. Everyone who takes part is a winner.
7 Game can be repeated any number of times. The ideal time limit for each game is 12 months.
MINN.
WIS.
MICH.
OHIO
PA.
N.Y.
MAINE
PACIFIC
Incl. ALASKA & HAWAII
WEST CENTRAL
SOUTHWESTERN
SOUTHEASTERN
MIDDLE ATLANTIC
EAST CENTRAL
NEW ENGLAND

Green Giant's Back in TV After 6-Year Hiatus

LE SUEUR, MINN., Aug. 9—After an absence of about six years, Green Giant Co. will return this fall to both network and spot television.

The food company will buy participations on two NBC daytime shows starting in September—"The Loretta Young Show" (Tuesdays, 2:30 p.m., EST) and "From These Roots" (Thursdays, 3:30 p.m., EST).

Green Giant will also use spots in 39 markets.

Green Giant was last on the television scene as a sponsor both of the Art Linkletter daytime show and of the nighttime "People Are Funny." At that time it also used spot tv.

HELPERS—*Green Giant, the familiar trade character, holds in his palm the two new helpers who will appear in tv commercials for Green Giant Co. this fall.*

The tv commercials will be humorous, introducing a light touch with two little cartoon helpers for the company's trade character, the green giant.

■ The company said that while it has increased its budget slightly to accommodate the tv expenditure, it will also cut into its spending in other media, primarily magazines, to pay for its television spending. The company declined to say what it has budgeted in the past or what its outlays in advertising will be in the coming season, but, according to published measured media sources, the company spent $2,035,877 in 1960, of which $1,192,778 went into magazines, the remainder into newspapers. The company also makes extensive use of point of sale and other merchandising material.

The Green Giant hurries his new crop out of the field
so his vegetables won't lose any of their good, fresh flavor
Green Giant
Special Offer Only $2.50

TRUCK OFFER—*This color spread in Better Homes & Gardens and Life will offer a Green Giant toy farm truck as a premium.*

The company's magazine advertising for the new selling season will get under way in September with page ads in *Life* and *The New Yorker*. In October, a spread in *Better Homes & Gardens* and *Life* will offer a 14" Green Giant farm truck for two can labels and $2.50. In the past, the company has offered as premiums an Italian espresso coffee maker and a Hibachi charcoal grill.

Leo Burnett Co., Chicago, is the Green Giant agency. #

Flint–Bay City–Saginaw moves into the top 40
(in actual TV homes delivered)

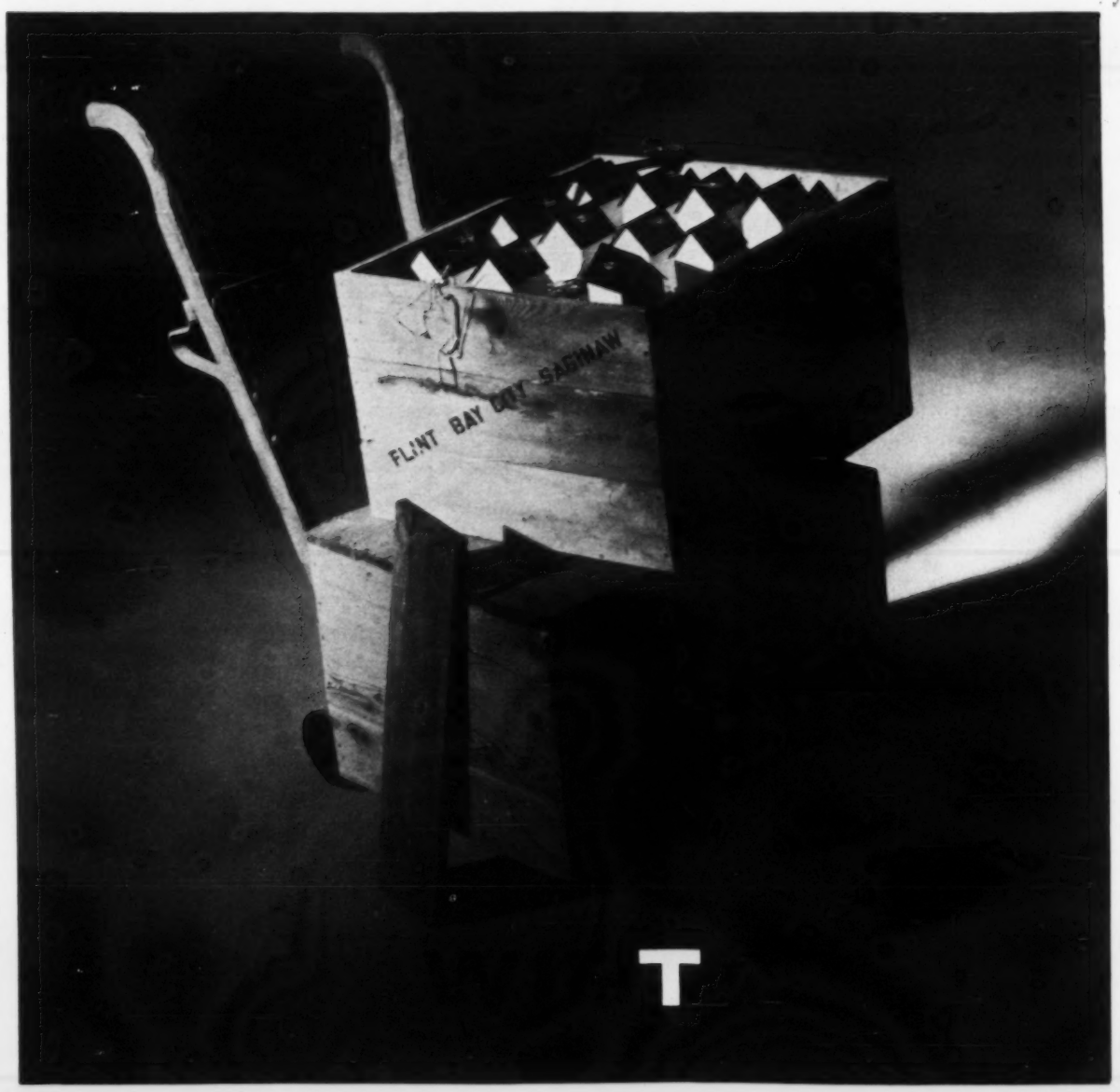
New market? Not really. Only in the sense that when Flint and Bay City-Saginaw (two long-established TV markets) were combined, they formed one large Eastern Michigan market. And this moved the market up among the nation's top 40.* It's now in the same neighborhood as Providence, Charlotte and Denver.

It's top 40 in terms of actual homes delivered, too: people watching television, not just set owners.

And it's so easy for you to reach them. For nearly all the viewers in these three heavily populated cities get their television from within the market area—on stations, such as WJRT, which have City-Grade service to all three.

If you'd like more information on the big move, the big market and how big we are in it, just call Harrington, Righter & Parsons, Inc. Offices in New York, Chicago, Detroit, Boston, Atlanta, Los Angeles and San Francisco.

*Based on ARB Reports—March, 1960 (Sun.-Sat., 6-10 p.m.)



MacManus Promotes Blahna; Hires Richard Neice

Lyle Blahna has been assigned new duties as head of the media

Lyle Blahna Richard Neice

department of MacManus, John & Adams, Bloomfield Hills, Mich., under Robert E. Britton, senior vp and executive director of marketing and media services. Mr. Blahna will continue to head the marketing, research and merchandising departments as well as media.

The agency also has named Richard G. Neice, formerly a media buyer with Leo Burnett Co., Chicago, media director of its Minneapolis office.

Gulf Cuts Outdoor; FRC&H Out

Gulf Oil Corp., Pittsburgh, and Fletcher Richards, Calkins & Holden, New York, its agency for outdoor advertising, have agreed to terminate their 28-year association, effective Oct. 31. In July (AA, July 31), when Gulf switched its TBA division from Young & Rubicam to Erwin Wasey, Ruthrauff & Ryan, Gulf denied a report that the Richards agency would lose its portion of the account. Gulf said last week that its outdoor advertising program has been reduced below the point where the use of a special agency is justified.

'Sioux City Journal' Names Sotherland General Manager

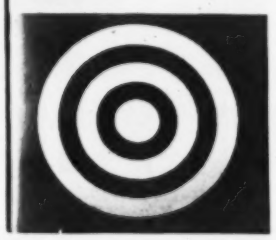
Walter E. Sotherland, formerly advertising director, has been appointed general manager of the *Sioux City Journal*. At the same time, Clyde R. Van Dyke, formerly assistant advertising director, has been named to succeed Mr. Sotherland as advertising director.

Hughes to 'Flower & Garden'

William Hughes has been appointed Ohio, West Virginia, western New York and western Pennsylvania representative of *Flower & Garden* and *Flower & Garden Merchandiser*, Kansas City, Mo. Mr. Hughes is headquartered in Cleveland.

Not just "readers"–but qualified customers*

U.S.News & World Report — THE COMPLETE NEWS – IN DEPTH



Today, the real test of a magazine's ability to produce sales is not "how many" people it covers but "which ones," and at "what cost." This helps explain why so many national advertisers are selecting "U.S.News & World Report" to spearhead their selling campaigns.

No other news magazine (and no other magazine with more than 1,000,000 circulation) can match its concentration of managerial people in business, industry, government and the professions. Nor its concentration of upper-income families. Nor its cost efficiency in covering these important people. *And these are people whose responsibilities and incomes reflect today's most active business and personal buying power.*

This unique customer strength of "USN&WR" is easy to explain. After all, it is the only magazine in America that devotes all its content to the *important* news these people need and use in shaping their plans and decisions.

And on the basis of such values as these, more and more leading advertisers consider "USN&WR" to be

. . . the most important magazine of all

**For example—customers like these:*

Recent research shows how advertisers are getting more relevant coverage for every dollar they spend in "USN&WR" than in any other news magazine . . .

Managerial	**11%** more
Professional	**15%** more
$7,500 or more Income families	**19%** more
$10,000 or more Income families	**26%** more
$15,000 or more Income families	**81%** more

This helps explain why . . .

. . . they're getting more of their actual customers for the same advertising dollar in "USN&WR." Here are some illustrations:

New car buyers	**42%** more
Corporate stock buyers	**80%** more
Vacation travelers	**39%** more
Business travelers	**20%** more
Car renters	**23%** more
Air conditioning buyers	**61%** more

Source: "Survey of National Markets, USN&WR." Percentages based on division of projected coverage by 1-time, black & white page rate for each of the three news magazines–"USN&WR," Time and Newsweek. For details, ask your advertising agency or one of our advertising sales offices listed below.

U.S.NEWS & WORLD REPORT

America's Class News Magazine

Now more than 1,200,000 net paid circulation

Advertising offices at 45 Rockefeller Plaza, New York 20, N. Y. Other offices in Boston, Philadelphia, Pittsburgh, Cleveland, Detroit, Chicago, St. Louis, Los Angeles, San Francisco, Washington and London.

Newhouse Buys 'Portland Journal,' Denies 'Buffalo Courier-Express' Buy

No Combination Rates in Any City Where We Own 2 Papers: Newhouse

NEW YORK, Aug. 10—Samuel I. Newhouse, chain newspaper publisher who last week bought the *Journal*, Portland, Ore., for $8,300,000, today denied a report that he was about to buy the *Buffalo Courier-Express*.

Mr. Newhouse confirmed to ADVERTISING AGE, however, that he had "approached" the *Courier-Express* "about two or three months ago." He also said his original contact with the newspaper dated back "at least ten years."

W. J. Conners III, president and publisher of the *Courier-Express*, told AA that "the paper has not been sold." Asked if anyone besides Mr. Newhouse had made an offer, Mr. Conners replied: "Not a concrete one." He declined further comment.

■ A. Gordon Bennett, general manager of the *Courier-Express*, added that "If there's any announcement to be made, we'll make it." He said that while the newspaper had not "hung out a for-sale sign," there have been "offers made periodically from all sides." He termed the Newhouse negotiations "strictly rumor."

■ It had been reported on newscasts over WGR-TV in Buffalo that Mr. Newhouse was dickering to buy the *Courier-Express* and its radio station, WEBR (am and fm), via a "package deal" for between $13,000,000 and $14,000,000. WGR-TV said it had been told, by "sources in the Buffalo business community," that the negotiations "came to a head" about two weeks ago.

■ On the Oregon front, the purchase of the *Journal*, an afternoon daily with a circulation of 150,000, followed a 20-month strike of employes of that newspaper and the *Oregonian*, a newspaper owned by Mr. Newhouse.

Mr. Newhouse told AA that, for now, the "big problem is resolving a conflict in press times, without a circulation loss." He explained that "the *Journal* winds up about 5 p.m., but the *Oregonian* starts its presses early because it has trains to catch."

Mr. Newhouse stressed that "no personnel changes or reductions of staff" are contemplated at either newspaper as a result of the purchase. "In fact," he said, "the employes list may expand." He said that William W. Knight, *Journal* publisher, would continue to be "in complete charge." The *Journal* has about 600 employes and the *Oregonian* has 700.

Mr. Newhouse added that no combination advertising rates for the two newspapers will evolve via acquisition of the *Journal*. "There are no combinations offered in any city where we operate more than one newspaper," he pointed out.

■ He acknowledged that he had investigated "many" different communications enterprises in the past year—with an eye to buy—but that "no one has the right to assume that a company is willing to sell." The chain publisher termed "the improvement of properties and their influence in the community" as his prime motivations for expansion.

"But it is difficult, in negotiations, to predetermine events which might occur," he went on. "There is no telling when a person may change his mind." In one case, said Mr. Newhouse, discussions with respective attorneys had gone right to the wire. "But in the hour before papers are signed, or even the last second, someone may decide not to sell."

'Journal,' 'Oregonian' Production to Merge, News Staffs Stay Separate

PORTLAND ORE., Aug. 8—Samuel I. Newhouse widened his communications empire a little more and reinforced his position in this market with the purchase last Friday of the *Oregon Journal* for more than $8,000,000.

Mr. Newhouse has been owner of the *Oregonian*, a morning newspaper, since 1950, when he paid $5,000,000 for it. The *Journal* is an evening paper. His interests here have also included part ownership of the radio-tv operations of KOIN.

According to the announcement made here by the *Oregonian*, the *Journal* will continue to operate as a separate paper and William W. Knight will continue as its publisher. Both papers will be printed in the *Oregonian's* plant.

■ Sale of the *Journal* to Mr. Newhouse became inevitable, trustees of the *Oregon Journal* stated. Their announcement said in part:

"Since the end of World War II total payroll costs of the *Oregon Journal* increased over 300%. Revenues did not keep pace with payroll increases. Circulation prices have advanced only 30% and basic advertising rates only 70%. This trend has occurred throughout the entire U.S., resulting in numerous suspensions and mergers and an inexorable decline in the total number of metropolitan newspapers.

In advertising and circulation the *Journal* was substantially short of the *Oregonian*. Both dailies have heavy circulation statewide. In reporting the sale, the *Oregonian* placed its circulation at 207,837 daily and 273,688 Sunday and that of the *Journal* at 148,509 daily and 169,845 Sunday.

In advertising, Media Records places the *Oregonian* linage (daily and Sunday) at 14,116,000 for the first six months of 1961 compared with 8,145,000 for the *Journal*.

■ The *Oregonian* stated: "It was reliably reported that the *Journal* had experienced operating losses since 1957."

The *Oregonian* is a morning paper, the *Journal* an evening paper, but the two have overlapping editions. Under common ownership the papers will later be produced at the *Oregonian's* plant. Joint production will insure "greater strength and capacity to service the public than could have been possible in separate, duplicating operations," M. J. Frey, president of the *Oregonian*, said.

New quarters for the *Journal's* staff will be set up on the fourth floor of the *Oregonian's* building, Mr. Frey said. He added that advertisers would be able to buy space in either or both papers, and subscribers could take one or both.

■ The *Oregonian* and the *Journal* are still published behind token picket lines, the result of a strike on Nov. 9, 1959, of stereotypers, in which other unions took part. Publication of a joint issue of the two dailies began at once by supervisory help, and new crews were recruited in all struck departments. By the following April, the two papers resumed their separate publication.

Striking unions in 1960 brought out a weekly paper, the *Portland Reporter*, and late in the year converted the *Reporter* into a daily, which, as the result of the *Journal's* sale, now terms itself "Portland's only Oregon-owned newspaper." The *Reporter's* publisher, Robert Webb, said, "We have more than 6,200 stockholders. The majority of these live in Oregon, and two-thirds of the stock is owned by Oregon stockholders."

■ Negotiations for purchase of the *Journal* had been initiated by Elmo Smith, former Republican governor of Oregon and now publisher of the *Democrat-Herald*, Albany, Ore. Just prior to the Newhouse purchase, Mr. Smith reported his negotiations "at a standstill."

Mr. Smith indicated that with him in the negotiations was Glenn Jackson, formerly exec vp of California-Oregon Power Co., Medford, which was recently bought by Pacific Power & Light Co. The *Reporter* quoted Mr. Smith as saying his group had offered about $4,000,000 for the *Journal* and considered that amount to be all the *Journal* was worth if it were to be operated in competition with the *Oregonian*.

■ Sale of the *Journal* did not include radio KPOJ, Portland, which trustees of the *Journal* retain. Present Newhouse interests include part-ownership in a competing station, KOIN, radio and tv. Journal Publishing Co. has transferred control of KPOJ to the three trustees of the Maria Jackson estate.

The *Oregon Journal* was founded in 1902 as the *Portland Journal*. In the same year it was bought for $16,000 by C. S. (Sam) Jackson, who had come west from Virginia and was publisher of the *East Oregonian* at Pendleton. On his death in 1924 the paper continued in the ownership of his widow, Mrs. Maria Jackson, One of their two sons, Philip, then 31, became publisher.

■ Phil Jackson and his mother left interlocking wills that set up a foundation to contain the *Journal's* stock and to be operated for educational, and charitable purposes. From the outset, the trustees have been William W. Knight, publisher of the *Journal;* David L. Davies, for many year's the paper's attorney; and the U.S. National Bank, through a trust officer, LeRoy B. Staver.

■ Sale of the paper was consummated at 5 p.m. on Aug. 3, and was announced in Saturday editions of the *Journal* and *Oregonian*. Friday editions of the papers had carried stories denying rumors of the sale. The early edition of the Saturday *Oregonian*, out Friday afternoon, quoted Mr. Frey as saying, as of Friday, "No deal has been made." Later Mr. Frey elaborated:

"As late as Friday morning, we thought the deal was off—it was cold as a fish. It was not until late afternoon that differences were reconciled and an agreement reached. . . As late as 4 p.m. we had no deal, and you can't announce a deal until the names are on the agreement. I have just signed the checks, and you are the first to be told," he added in explanation to employes.

Mrs. Jackson's will made clear her desire to have the *Journal* remain an Oregon-owned publication, but she did not tie the hands of the trustees.

'REPORTER' LAUNCHES CIRCULATION CONTEST

PORTLAND, ORE., Aug. 8—A circulation contest, with prizes based on the number of new subscriptions brought in, has been launched by the *Portland Reporter*, daily newspaper founded by unions that are on strike against the *Portland Oregonian* and *Oregon Journal* (AA, Aug. 7). The contest is pitched to students and offers 14 cash scholarships worth $4,100. In addition, the paper announced bonus prizes worth over $4,400. Entrants who do not win an award will receive 25¢ for each order.

The contest gives entrants 150 points for each order received before Aug. 1; 125 points for orders received before Aug. 15; and 100 points for orders after Aug. 15. #

Sullivan to Retire as Senior VP after 34 Years at Meredith

DES MOINES, Aug. 9—Edwin L. Sullivan, senior vp of Meredith Publishing Co., will retire from the company at the end of this year.

Edwin Sullivan

In his resignation, which he submitted today, Mr. Sullivan cited a heart attack he experienced six years ago and his desire to conserve his health, as the reason for his early retirement. He will be 63 when his resignation becomes effective.

■ Mr. Sullivan joined Meredith as a New York advertising sales representative in 1927. He was transferred to Des Moines as advertising sales manager for *Better Homes & Gardens* in 1944. In 1948, he was appointed advertising director, responsible for the sales of both *Better Homes & Gardens* and *Successful Farming*.

Mr. Sullivan was elected to the Meredith board of directors in 1949, named vp in 1950, and senior vp in 1957. In that position, his responsibilities included the advertising, research, and book and general promotions division of the company.

He has served as a member of the board of the Magazine Advertising Bureau and at present is a director of the Advertising Research Foundation. #

Fredericks Joins Lestoil

Lestoil Products, Holyoke, Mass., has appointed Edward J. Fredericks to the new post of director of marketing. Mr. Fredericks was formerly marketing director of Simoniz Co., Chicago.

Y&R Names Fahland

Young & Rubicam has named Gerdon R. Fahland media director of its Los Angeles office, succeeding George Allison, who has resigned.

OPENING FANFARE—*This is the first cover of Show Business Illustrated, the new bi-weekly magazine, which will go on sale on newsstands on Aug. 23.*

Playboy Inc.'s 'Show Business Illustrated' Will Bow Aug. 23

CHICAGO, Aug. 9—*Show Business Illustrated*, Playboy Inc.'s new magazine, which plans to cover all facets of show business, will go on sale on newsstands throughout the U.S. on Aug. 23.

The magazine, to be published every two weeks, will sell for 50¢ and will have an initial guaranteed circulation of 350,000. It will cover news and reviews of movies, legitimate theater—both on and off Broadway, record releases, nightclub acts, major new television shows and series, and key happenings in concert, opera and ballet.

The premiere issue, which has a Sept. 5 cover date, will carry more than 46 pages of advertising. The one-time rate for a b&w page is $2,150. Among the charter advertisers are Lanvin Parfums Inc., Toni Co., Hanover Hall clothes, Hiram Walker Inc., Sylvania Home Electronics, RCA Victor records, Columbia Record Club, Wilbur Clark's Desert Inn, Kraft Foods, and Diners' Club.

■ Key executives of the new magazine are Hugh M. Hefner, editor and publisher; Frank Gibney, assistant publisher and editorial director, and Howard W. Lederer, advertising director. *Show Business Illustrated* has a staff of about 140; Playboy Inc. also publishes *Playboy*. #

CBS Reports 6-Month Sales Rise, Earnings Drop

Columbia Broadcasting System, New York, has reported net sales of $240,787,745 for the first six months of 1961 for a substantial gain over the 1960 figure of $231,821,970. Income for 1961, however, was down to $9,409,332, against $12,669,169 for the corresponding period in 1960.

CBS attributed the decreased earnings to increased costs, general business conditions, and the performance of the CBS electronics division. "Because of the nature of the losses and expenses which are related to the discontinuance as of June 30 of the manufacture of receiving tubes by the electronics division, those losses (estimated at approximately $4,000,000 after applicable tax credits) are being charged against retained earnings," the company explained.

Klein's Adds Cullers Agency

Klein's Potato Chip Co., Chicago, division of Sunshine Biscuits, has appointed Vince Cullers Advertising, Chicago, to handle specialized advertising. Lilienfeld & Co., Chicago, continues as Klein's agency.

song

song

song

... engineers read about it first, in Electronic News

Aside from the soft rustle of a turning leaf, the only sound is a tuneless song of pleasant chords. The blind man is reading a singing book.

With practiced movements, he flips the pages resting under the scanning head. The machine sings—literally sings—in weird chord progressions farther out than any jazz combo has ever played.

Photoelectric cells read each letter on the printed page and translate it into a chord easily distinguishable by the sensitive ears of the blind.

This is a humanitarian work-in-progress. And a development of technical interest. For electronic engineers will find the technique adaptable to such fields as postal, banking and insurance operations. As with other technical developments in electronics, they read about it first, in Electronic News.

THE BIG DIFFERENCE IS

NEWS

FTC Says Borowsky Sought Unfair Ad Tie for Publications via Foster Type

Borowsky Denies Charge, Says Fuss Is Over '58 Letter Never Followed Up

WASHINGTON, Aug. 10—A Federal Trade Commission hearing examiner today issued an initial decision which would order North American Publishing Co., Philadelphia, publisher of two trade newspapers in the printing equipment field, to stop soliciting discriminatory advertising allowances from companies that sell to a printing equipment company which is under the same ownership.

The decision, which is subject to review by the full commission, is directed at North American, formerly Foster Publishing Co., publisher of *Delaware Valley Printing Impressions* and *Printing Impressions* national edition; Foster Type & Equipment Co.; and Irvin J. Borowsky, president of both companies.

■ Examiner Edgar A. Buttle emphasized sales letters which Mr. Borowsky sent to Foster Type & Equipment Co. suppliers in mid-1958, at the time the two printing equipment publications were contemplated. He said these letters were signed by Mr. Borowsky sometimes as president of one company, sometimes as president of the other, and that they "gave notice" that the new publication was to be used "as a cooperative means" of advancing the business of Foster Type & Equipment and its suppliers.

Between June, 1958, and December, 1959, he reported, 29 suppliers of Foster Type & Equipment Co. paid in excess of $47,500 for advertising. He said no similar advertising allowances were made by these companies to printing equipment companies which compete with Foster, and that respondent "knew or should have known this."

■ In related actions, FTC previously obtained consent settlements from three of the suppliers who were mentioned in Mr. Buttle's decision. In today's ruling, he said the act of inducing Foster's suppliers to make discriminatory payments represents an unfair trade practice on the part of North American, Foster and Mr. Borowsky.

As proof that the publications solicited discriminatory advertising allowances, the examiner referred to an exchange of correspondence between Mr. Borowsky and Wetter Numbering Machine Co. at the time the publications were started in 1958.

Confirming a $1,584 order for space in *Printing Impressions*, Wetter wrote, "We understand that it will be your policy not to accept advertising from any competitive manufacturer of typographic numbering machines whom you do not represent, and further that the Foster Type & Equipment Co. will order from us, within a reasonable period of time, machines, parts or accessories in the amount equal to our net cost for the advertising for which we are contracting."

■ In Philadelphia, Mr. Borowsky told ADVERTISING AGE that the examiner's decision will be appealed. He said extensive hearings had been held in the case, but that the decision did not reflect the defense which had been submitted.

Mr. Borowsky conceded that a letter had been written to 23 of Foster's suppliers when the publications were started in 1958. But he said the hearing record contains testimony that there was "no follow through" on these letters.

Mr. Borowsky said the record also shows that "from the very first issue" the publications had contained advertising from companies which compete with the companies that sell to Foster. This testimony, he said, demonstrated the truth of his statement that there was no "follow through" on the original letters promising that the publication would not accept advertising from companies which Foster does not represent.

■ In a further comment on the decision, Mr. Borowsky objected to the assertion that there was complete identity of ownership and control between the two organizations. "The record shows," he said, "that I have not been active in the equipment company for two years. It also shows that I have 100% ownership of the publishing company but only 75% ownership of the equipment company."

The examiner upheld the publisher on the second of the two counts covered in the complaint. In its 1959 complaint, FTC charged that circulation of *Printing Impressions* had been misstated. In today's initial decision, the examiner found average circulation was "equal to or in excess of 60,000," the total the publisher promised

With respect to circulation figures, Mr. Borowsky suggested that the issue would never have arisen if FTC had made a competent investigation before issuing the complaint. All that was needed to dispose of this, he said, were the post office receipts, readily available to anyone. #

'61-'62 Outlook for Spot Radio, TV Is Favorable

(Continued from Page 2)

field representatives are being relied upon more and more to make recommendations . . . It is more important than ever that stations follow up at the local level, especially in radio."

■ Ralph Kelly, in Chicago, had P&G and Burnett on his mind: "Chicago's big question is how will Procter & Gamble emerge for the fall and 1962. An analysis of Chicago agencies shows . . . that Leo Burnett controls 39% of the spot tv business and a somewhat smaller percentage of spot radio business—16%—a good deal of which is P&G. Based on past experience with this multi-product advertiser, spot broadcast will be as active in 1961 and 1962 as in past years . . .

"Should new products receive heavy sales activity, greater increases will be felt in both dollar boosts and market expansions. In some markets where pricing has been firmed for the new announcement length, and if prices are equitable, some experimenting will take place. The general feeling among Chicago experts is that an upward swing for radio and tv for the majority of accounts is in the offing . . . A major agency executive took an opposite stand, with the belief that 'Chicago business will be spotty, but will maintain last year's level'." #

ATS Offers Retailers Spot TV

Apparel Television Service, Madison, Wis., is offering a spot commercial tv film service to men's wear retailers. ATS is located at 5001 University Ave., Madison.

CONCENTRATION—*Metropolitan Furniture Co., South San Francisco, is concentrating on a few large ads such as this in the September Sunset. The company hopes to stimulate consumer brand recognition in this way. Kennedy-Hannaford is the agency.*

Senate, House Compromise on Defense Ad Curb

WASHINGTON, Aug. 10—A House-Senate conference committee today shaved away part of the new language which had been worked out in the Senate to settle the hassle over advertising by defense contractors. *(See editorial on Page 16.)*

As it cleared the Senate, the Defense Department appropriation bill contained a rider which specified that advertising would be a reimbursable contract cost (1) for recruitment of personnel; (2) to secure scarce items; (3) to dispose of scrap or surplus; (4) to secure subcontractors; and (5) to participate in exhibits at the invitation of the government (AA, Aug. 7).

Earlier, the House had tacked language into the Defense Department bill which would have banned advertising in any form as a reimbursable cost. The Senate proposal was worked out after Deputy Secretary of Defense Roswell Gilpatric warned the House had gone too far.

■ The conference compromise, now headed toward the White House, pulled the pendulum back slightly in the direction of the House amendment. While the final version provides for reimbursement when ads are necessary to secure personnel, or scarce materials, or to dispose of scrap, there is no provision for ads to secure subcontractors or for expenses incurred while participating in exhibits.

Still in the final version, however, was language inserted by the Senate appropriations committee to emphasize that Congress has no intention of interfering with advertising which defense contractors finance from their profits.

This issue arose because the House amendment stated that no money appropriated in the Defense Department fund bill was to be used to pay for advertising. Lest there be any doubt about congressional intent, the Senate committee inserted the phrase "except advertising for which payment is made from profit."

■ During Senate discussion of the appropriation bill, Sen. A. Willis Robertson (D., Va.), chairman of the subcommittee handling defense funds, denied that the amendment is a forerunner of any attempt to limit legitimate advertising.

"This provision does not apply to any advertising with respect to which a person has a contract obtained by competitive bidding," he pointed out. "The contractor can do all the advertising he wishes, and charge it off to the cost of doing business to the extent that the Bureau of Internal Revenue will permit."

Sen. Howard Cannon (D., Nev.), who was active in pressing for a crackdown on advertising by defense contractors, said the chief effect of the amendment is to eliminate payment for advertising in trade and technical publications, which has heretofore been 100% chargeable to the government.

■ He said this practice originated before World War II when it was felt the American technology, particularly in aviation, would be strengthened by allowing advertising in trade and technical publications as a contract expense. This may have been justified then, he said, but in the intervening two decades the publishing industry has changed.

He claimed he knows of one aviation company that spent $500,000 on such advertising last year, which was 40% of its advertising budget. "Multiply this by 100 other companies and you begin to see what is happening to the taxpayer's dollar. You also begin to see why we don't have all the airplanes we would like; why we can't have more missiles and more Polaris submarines."

■ He said, "Now we are in a position of countenancing a form of vicious subsidy which is both corrosive and self defeating in an industry on which our very survival depends.

"Why must we, under the guise of national defense, provide government subsidized advertising to one segment of the press and, in effect, tell the defense industry where they must advertise?"

Sen. Leverett Saltonstall (R., Mass.) said the committee had not gone into the question at all "of whether it affected trade journals or newspapers or magazines.

"We did what we felt was right and what would save the government money." #

Food Fair Stores Weighs Entering Discount Field

PHILADELPHIA, Aug. 10—Food Fair Stores Inc. is planning to move into the discount field, and even possibly the vending machine industry.

Food Fair is not clear exactly how or where or when it will enter the discount field with a general line of merchandise, but it is in the offing.

The company either will merge or buy out an existing chain, or establish a new chain in cooperation with a general merchandise company.

■ Food Fair officials have been talking with the J. M. Fields division of Enterprise Stores in Boston about acquiring the latter. While the discussions were confirmed, the status of negotiations is not known. #

WINS Affiliates with Mutual

WINS, New York, an independent, will affiliate with the Mutual radio network effective Aug. 28. The station will replace WOR, New York, and WVNJ, Newark. WOR, at one time in Newark, was one of four stations which teamed to form Mutual in 1934. RKO General, owner of WOR, sold Mutual in 1957. While WOR remained as a Mutual affiliate, it has been clearing for few Mutual programs.

Football TV Is Scramble, After Anti-Trust Ruling

NEW YORK, Aug. 10—This fall Ford Motor Co. will try to be triply sure of catching the eyes of fans of the professional National Football League.

Ford has signed for one-quarter tv sponsorship of Sunday afternoon games on CBS, NBC and the 25-station Cleveland Browns hookup of Sports Network. There will be three hookups in the National Football League television act as a result of the anti-trust decision against the CBS exclusive contract with the league. ABC has booked American League football games for Sunday afternoons. This will mean a four-way scramble for station clearances in many markets for a Sept. 17 kickoff.

■ CBS' coverage will be a checkerboard affair. The network will be split into several regional hookups, with each carrying a different game. Among the teams whose games will be carried are the New York Giants, Detroit Lions, San Francisco Forty-Niners, Los Angeles Rams, Philadelphia Eagles, Dallas Cowboys, Chicago Bears, St. Louis Cardinals, Green Bay Packers and Washington Redskins.

No game will be televised by anybody within 75 miles of the home city of any of the 14 league teams on days when home games are scheduled.

Other sponsors on CBS include Philip Morris, for one quarter national sponsorship; Ballantine, Falstaff and Carling beers; and American, Sun, Sohio and Speedway oils for regional lineups. There is still some time available.

■ NBC's cameras will follow the fortunes of two teams—the Pittsburgh Steelers and the Baltimore Colts, with home and away games to be covered throughout the season, the choice of each week's games to be made on a week-to-week basis depending on how the season shapes up.

NBC has signed four beer companies for regional contracts—National, Anheuser-Busch, Weidemann and Narragansett. At press-time the network was pitching hard for more national sponsors to join Ford.

The Sports Network 25-station hookup is sold out to Ford, Marlboro, Carling Brewery and Standard Oil of Ohio. Their coverage will include stations in Ohio, Kentucky, Pennsylvania, New York, Indiana, West Virginia, and perhaps in Connecticut and Massachusetts. Sports Network has arranged for live coverage of the Cleveland Browns for several years now.

■ ABC's exclusive contract with the American Football League was not affected by the Justice Department's crackdown against the National Football League and CBS. This network has its choice of games from the newer league. The network will be divided into regional hookups for coverage of two or three games.

Among the sponsors set are Bristol-Myers; Carling Brewing; Ford for Autolite (minutes); Pabst; and Phillips Petroleum. All except Bristol-Myers and Ford are regional buys. There is plenty of time available on this series.

The chief attraction on ABC on Saturday afternoons will be the National Collegiate Athletic Assn. gridiron games. Principal backer here is Gillette, with R. J. Reynolds and Humble Oil as co-sponsors nationally, and Frito and American Oil in on a regional basis. #

NEW STATE FARM PAPER ADVERTISING BUREAU AT YOUR SERVICE

28 State Farm Papers form Advertising Bureau to better serve you

The new State Farm Paper Advertising Bureau represents 28 strong, locally edited farm publications with a combined circulation of nearly four million! The Bureau will provide marketing data, research information, and merchandising and promotional aids to help advertisers and their agencies sell the farm market with greater success.

Ted Prescott, Director of the Bureau, is an experienced marketing man who can really help to solve your problems. He will work out of the State Farm Paper Advertising Bureau's office at 20 North Wacker Drive, Chicago 6, Illinois.

The first of many services to come is the new 1961 Circulation Analysis of Farm Papers. This handy, up-to-date Simplified Rate and Data Folder shows farm paper circulation, by states and regions, at a glance. It also carries space costs for national, regional, and state farm papers. If you have not received your free copy, or want additional copies, write Ted Prescott, State Farm Paper Advertising Bureau, 20 North Wacker Drive, Chicago 6, Ill.

Your advertising works harder when you use State Farm Papers. Local names, local places, local news, and local faces put your advertising on a neighbor to neighbor basis that keeps your prospects reading and believing. And these State Farm Papers reach four million farmers with 44 billion dollars to spend.

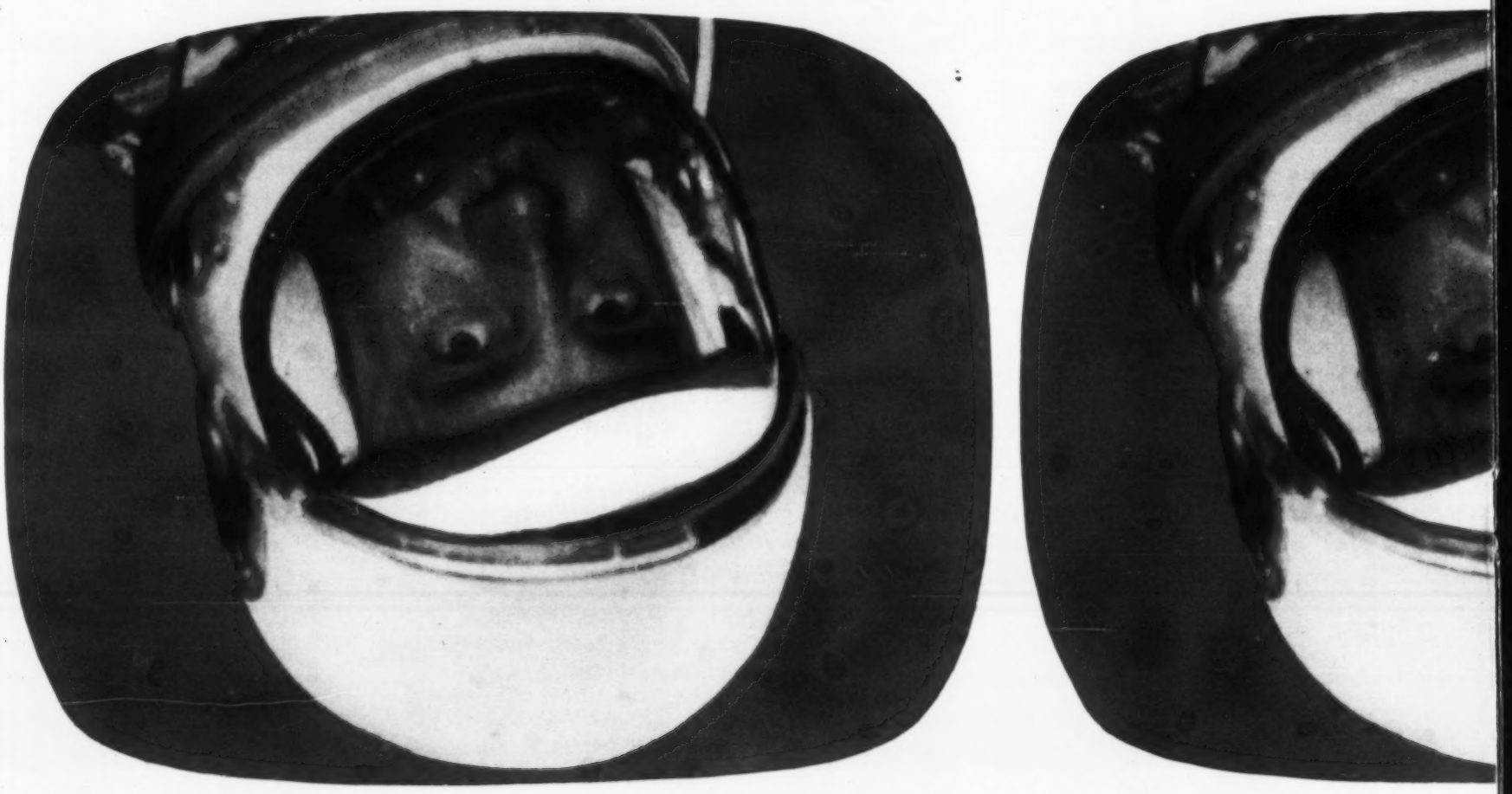
Local, grass-roots marketing know-how brings you bigger returns from every advertising dollar. The everyday experiences of State Farm Paper folk, who constantly travel their local area to keep abreast of new farming developments, can be an invaluable source of market information. Many other services—local photos and testimonials, mailings, promotional letters, local dealer tie-in advertising, and similar sales promotion aids—help your State Farm Paper advertising to harvest more sales.

Spark action at the local level where the sale is made with powerful State Farm Paper advertising. Call or write State Farm Paper Advertising Bureau, 20 North Wacker Drive, Chicago 6, Illinois, for full details on the State Farm Papers and the rich, multi-billion dollar farm market which they unlock.

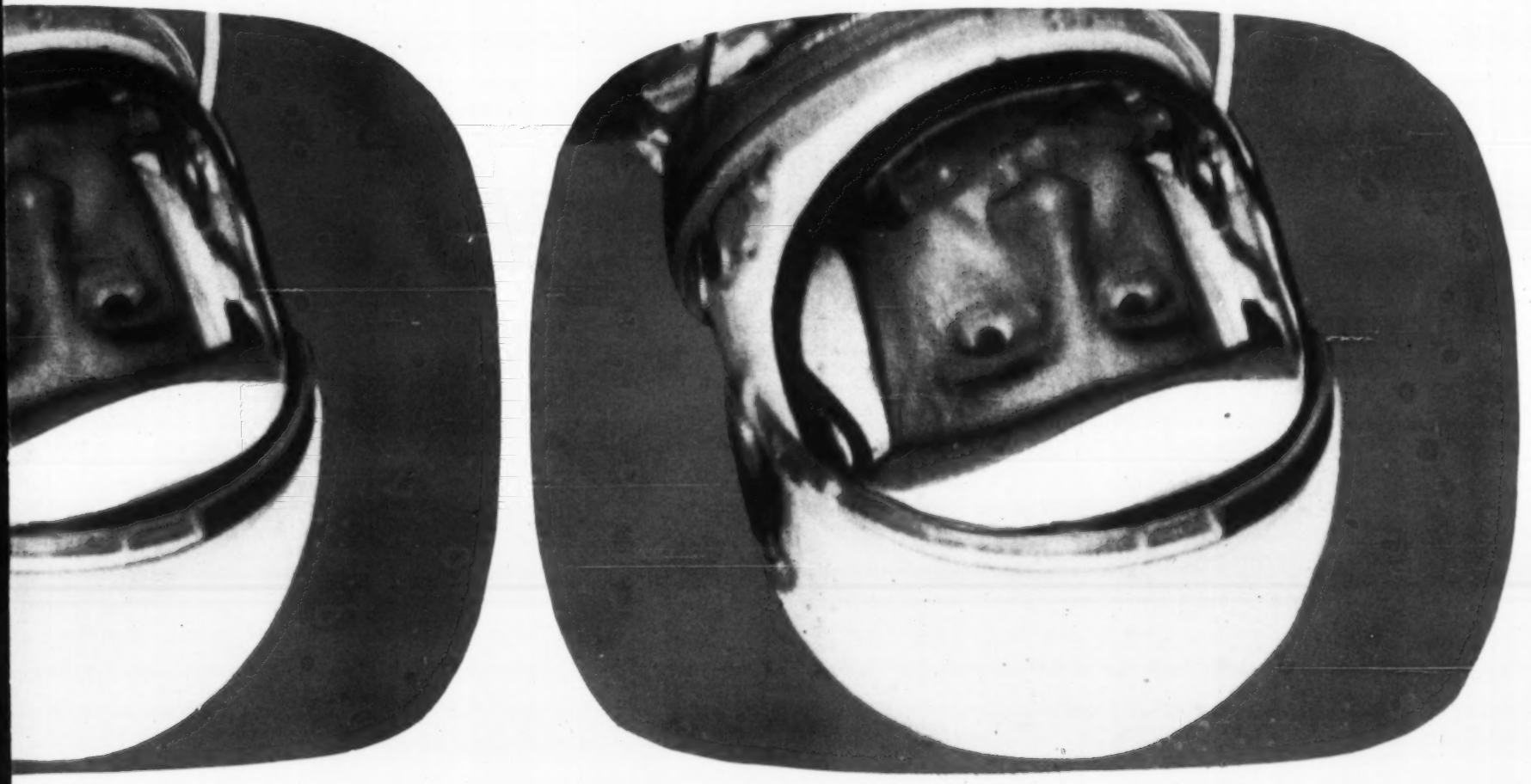
STATE FARM PAPER
Advertising Bureau

American Agriculturist
California Farmer
The Dakota Farmer
New England Homestead
Southern Planter
The Kansas Farmer-Stockman
The Oklahoma Farmer-Stockman
The Texas Farmer-Stockman
Indiana Farmer
Kentucky Farmer
Kansas Farmer
Missouri Ruralist
Michigan Farmer
Ohio Farmer
Pennsylvania Farmer
Tennessee Farmer
The Farmer
Nebraska Farmer
Prairie Farmer
Wallaces Farmer
Wisconsin Agriculturist
Arizona Farmer-Ranchman
Colorado Rancher & Farmer
Idaho Farmer
Montana Farmer-Stockman
Oregon Farmer
Utah Farmer
Washington Farmer

Whenever all three networks cover



the same event at the same time...



more people watch it on NBC

When Gus Grissom rocketed into space, an estimated 43,000,000 people watched it—and throughout the shoot NBC TELEVISION attracted 61% of the network audiences.* It happens that way all the time. FOR INSTANCE: **1.** During the National Political Conventions NBC News attracted greater viewing audiences than both other networks combined. **2.** In the Great Debates, viewing on NBC was substantially greater than on either competing network. **3.** More families turned out to watch the Election returns on NBC Television than the total for both other networks. **4.** And it happened that way again for the Inauguration. **5.** And again for coverage of Alan Shepard's history-making flight. **6.** When President Kennedy reported to the nation on his trip abroad, NBC News again won the biggest audience, this time by margins of 5% and 136%. **7.** And in Presidential Press Conferences covered by all three networks, NBC averaged an audience pull 37% stronger than its closest competitor.

NBC

*Sources: *Trendex. Nielsen Television Index: Items 1-5, National (Average Audience Ratings). Items 6 & 7, MNA.*

The Editorial Viewpoint . . .

Schizophrenia Among Admen

ADVERTISING AGE conducted its fourth annual summer workshop on Creativity in Advertising Aug. 1-4, and it was—at least to this biased observer—the best yet.

Almost 425 admen and women from all over the country spent three and one-half hard working, crowded days listening to a dedicated "faculty" of about 30 of the country's most outstanding creative men explore every facet of ad writing and radio and television commercial production. We'd like publicly to extend our heartfelt thanks to the top people in the business who so unselfishly participated as faculty members, and who themselves worked unusually hard to make their appearances meaningful and important.

A curious development, however, demonstrated one of the basic problems facing the advertising business. On Thursday, Harry W. McMahan, who reviews television for the workshop, made an unscheduled luncheon presentation of a script he has developed for telling the story of advertising to women's clubs, PTA groups, etc. It tells the basic story of American business and advertising's role in our economy in popular terms, illustrated with television commercials.

Harry's presentation was wildly and enthusiastically applauded by the audience.

That evening, Stan Freberg, the Hollywood humorist whose radio and television commercials have been outstanding, delivered a devastating condemnation of much current advertising, particularly that so widely and successfully used by the Rosser Reeves "realism" school. And he, too, was roundly and wildly applauded.

It is true that McMahan and Freberg were not advocating opposite philosophies, but the element of conflict still existed. Freberg said rather bluntly that most advertising is dull and inane or even worse and couldn't be expected to do a decent sales job, while McMahan's script extolled the role of advertising and indicated that practically all of it is informative and helpful and a credit to society.

The peculiar type of schizophrenia which afflicts admen was quite apparent. On the one hand they eagerly encourage the public telling of "the real story" about advertising; on the other, they react with every evidence of religious fervor to speakers who tell them how painfully bad, if not downright anti-social, most advertising is.

The inner conflict will have to be resolved before advertising and advertising people really know which way they are going.

Commerce Equivocates

We have never thought very much of the notion that the federal government should be an important advertiser, and the action of the Department of Commerce last week in connection with the projected overseas tourist campaign has certainly not caused us to change our mind.

Six or seven weeks ago the Department of Commerce invited advertising and public relations agencies to solicit the tourist account. The general understanding was that there would be two phases to the account, one to be handled by a pr company, the other by an advertising agency.

But last week it developed that the department has changed its mind. It is going to "shortly begin contract negotiations" with four advertising agencies—not one—"for market research and related services in various parts of the world."

The present plan apparently is to use the four agencies to help the travel service organize its program, and each of the four big agencies selected will be asked to designate a representative to serve on a committee which will coordinate the services of the agencies with those of the travel service. And the "selection of advertising or public relations agencies to represent the new U. S. travel service on a worldwide basis will be deferred."

If you will permit us a prediction, we predict now that all four of the agencies will be thoroughly disillusioned before many more months go by—and that all of them will find the travel account unprofitable to handle.

The Senate Helps Some

The Senate has amended House legislation which would have banned any cost allowance for advertising by defense contractors, so as to specifically allow advertising for personnel, scarce materials, disposal of scrap or surplus materials, and procurement of subcontractors, as well as participation in government-sponsored exhibits.

Every sensible person will applaud this liberalization of the proposed complete blackout of advertising by the House appropriations committee. But we could wish that the Senate had also reinstated the permission to charge reasonable advertising in technical and scientific publications against the cost of contracts. In more respects than one realizes at first, the technical and scientific press increases the knowledge and know-how of defense contractors, and promotes scientific advancement and reduced cost. Even if such advertising were a subsidy—which it is not—it would well be worth its very modest cost.

Gladys the beautiful receptionist

—Stan Holden, Chicago.

"He says it's a good thing 'The Man from Cunningham & Walsh' has that parttime job at the gas station!"

What They're Saying . . .

The Jingle Jungle

During the next 12 months, American advertising agencies will spend well over 5,000,000 client dollars on a relatively new, yet already hackneyed, sales device: the singing commercial . . . What will these millions do for the agencies' clients? Statistically speaking, an advertiser has better odds in Las Vegas than in the jingle jungle. According to what sparse study has been done, only about one in every 100 singing commercials can be shown to have done a client any good at all, and further inquiry would probably produce even worse odds.

Yet, true to the pattern of grasping onto one or two successes and imitating them in volume, the advertising industry continues pouring forth a constant stream of so-called motivational music. Spilling out from car radios and belched up from the bellies of tv sets, the sometimes foot-tapping, sometimes nerve-jangling jingles come down on the heads of the American public and fuse into a blast of meaningless noise. Music? Sometimes the best. Motivating? Hardly ever. Only one rare bird among many sings a song that sells. And then it is a miracle. A real miracle that works wonders on the hearts and minds of consumers and on the sales curves and profits of the advertiser.

Perhaps it is in search of such miracles that Madison Ave. and Wilshire Blvd. busy themselves in building harmonic hopes on the treble clef and in spending millions, each year, in melodic mudpie making . . .

It is possible that the singing commercial will be put in its grave by the inability of the industry to take advantage of its potential. It is also possible that the dollar-conscious clients will tire of too many toy-jingles and not enough tool jingles.

The only answer is for the advertising industry, and the advertisers themselves to face up to the problem and rid themselves of the misguided music makers that now run rampant over the airwaves . . . The technique must be found and then embraced: How do you make a miracle from a mud-pie?

—From a speech by Al Allen, president, Allen Asher & Associates, Los Angeles, at a conference of the Western States Advertising Agencies Assn.

Advertising Age

Trademark Registered • THE NATIONAL NEWSPAPER OF MARKETING

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25 cents a copy, $3 a year, $5 two years, $6 three years in U. S., Canada and Pan America. Elsewhere $4 a year extra. Four weeks' notice required for change of address. Myron A. Hartenfeld, circulation director.

Rough Proofs

Reprints of Civil War issues of *Harper's Weekly* show that advertisers were as optimistic then as today. One of them promised to "make old faces look young and beautiful."

•

Judging from the huge reserves for bad debts set up by credit card operators, competition for clients has been so keen that some poor risks have been able to ride the gravy train right through to destination.

•

"A Chicago agency," says Creative House, "has $20,000 to invest in a layout man who won't make copywriters sorry they went into advertising."

Is he that much of a *rara avis*?

•

A toy manufacturer going heavily into television is looking for an advertising manager who knows that business and also is a bachelor of arts.

Suppose a Ph. D. could fill the bill?

•

Leo Burnett says it's a tough job to get good ads okayed.

Copy men should remember that even Shakespeare wasn't very highly thought of in his own day.

•

Stan Freberg is telling all and sundry how much he hates exaggeration in advertising, always excepting, of course, the Stan Freberg type of exaggeration.

•

The airlines, which are now offering to carry youngsters from 12 to 21 at half fare might get more volume if they'd make the same deal with older people who haven't as yet mustered up the courage to fly.

•

The Iron Age is reproducing in current promotion some ads which appeared in its pages 100 years ago, with an implied testimonial from some of those sturdy companies which are still in business.

•

"British add another 1% tax to the 10% impost on tv," reports the world's greatest advertising journal.

Remember how the income tax started?

•

Stephen Botsford, president of *The New Yorker*, is leaving for a more creative kind of work, and his record suggests that he would make a wonderful promotion manager for a magazine like *The New Yorker*.

•

The annual reports of General Mills and Pillsbury tell how advertising of new products helped to increase sales and earnings.

Some people keep saying that competitive advertising never builds a bigger market.

•

"To reach and sell this market, paid media alone is not the answer," says an advertiser in AA.

Isn't they?

•

A former adman now selling real estate in the Virgin Islands tells how wonderful life is in the tropics.

He talks like a real estater or an adman.

COPY CUB.

The Washington Post continues to rank first in Washington and seventh in the United States in total advertising.

TOTAL ADVERTISING
First half, 1961
Media Records

1. Los Angeles Times	39,393,946
2. New York Times	31,281,517
3. Miami Herald	28,101,125
4. Chicago Tribune	26,685,017
5. Milwaukee Journal	25.754,537
6. Cleveland Plain Dealer	23,243,201
7. The Washington Post	22,261,901
8. Phoenix Republic	21,218,806
9. New Orleans Times-Pic.	20,708,119
10. Minn. Star & Tribune	20,359,792

FIRST IN WASHINGTON
IN CIRCULATION
IN ADVERTISING
IN AWARDS

Member Newspaper Color Advertising, Inc.
Continuity Rates Apply to Both Color and Black and White.

Represented by: Sawyer, Ferguson, Walker—N. Y., Chic., Det., Atlanta, Phila., San Fran., Los Angeles; Joshua B. Powers, Ltd.—London; Senor G. Enriquez Simoni—Mexico City; Allin Assoc.—Toronto & Montreal; Hal Winter Co., Florida Hotel & Resorts, Miami Beach; Tom McGill, New England Hotel & Resorts, W. Roxbury, Mass.; Lou Robbins, N. Y. & N. J. Hotel & Resorts, 1265 B'way, N. Y.; Grant Webb Co., Fin. Adv.—N. Y.; Chic., San. Fran., Los Angeles, Seattle, Boston, Phila.; C. E. Starck, Pocono Hotel & Resorts, 86 E. Beverly Pkwy., Valley Stream, N. Y.; Puck, The Comic Weekly; Member, Metropolitan Sunday Newspapers, Inc.

PHOTO: PETER STACKPOLE

House & Home said it in February

"Desalting the ocean for drinking water, washing water, factory water and even irrigation water is next in the cards.

"Desalting the ocean will remake the map of America—the homebuilding map, the industrial map, and the farming map.

"This breakthrough comes none too soon.

"New housing and new industry are being straightjacketed by water shortages all over the country. . . ."

So said House & Home in February in an 8-page report on the coming breakthrough in getting fresh water cheaply from salt water.

It is the most up-to-the-minute and most authoritative report that any magazine has yet published on desalting sea water . . . and it is just one more example of how and why House & Home spends more than a dollar a word to give its readers important and timely information on any subject (no matter how big or how complex) that concerns the further expansion of America's biggest industry.

...the President said it in April, and again in June

Two months after House & Home's big story, the President himself underscored the importance and urgency of the program. Said he: "If we could ever get fresh water from salt water at a competitively cheap rate... it would really dwarf any other scientific accomplishment in the long range interest of humanity. And I am hopeful that we will intensify our efforts in that area."

In June, the President added: "I can think of no cause and no work which is more important... one of the great scientific breakthroughs of history."

Five days later, he asked Congress for more money to expand and accelerate Federal efforts to achieve the goal. In a letter to Congress, he said: "I know of no federal activity that offers greater promise of making a major contribution to the ultimate economic well-being of all mankind than this program."

Treating important subjects importantly is why House & Home has won far more top awards for editorial achievement and outstanding journalism than any other business magazine.

Treating important subjects importantly is why House & Home attracts the paid subscriptions of over 130,000 important housing professionals, the professionals whose help you need most to sell more of your products into new houses and into existing houses—to get your products designed in, built in, appraised in, financed in, delivered in, sold in. These subscribers can be and should be your indispensable second sales force to help you sell your products to homebuyers and to homeowners, your ultimate customers.

So ask yourself these three important questions:

1) Will these professionals give you all the help you need to make more sales?
2) Do they know enough about your products' quality and sales appeal to want to sell them for you?
3) Are you doing all you should be doing to get your selling story across to these men whose help is so important to you?

House & Home—and only House & Home—is read by almost everybody who could help you make more sales, so House & Home is mighty important to your selling.

House & Home

the management magazine of housing

published by TIME INC.

NEVER UNDERESTIMATE THE POWER OF A PREMIUM

Terrific "Self Liquidator"—

HEART PENDANT PREMIUM

"Pearl" heart on gold-finish chain; great for soaps, candy, meat, etc. Details free, or send 50c for sample.

50c boxed

MARLEY PREMIUM SERVICE of Kansas City

2506 W. 79th, PRAIRIE VILLAGE, KS.

ESTABLISHED 1941

WTFM to Broadcast in Fall

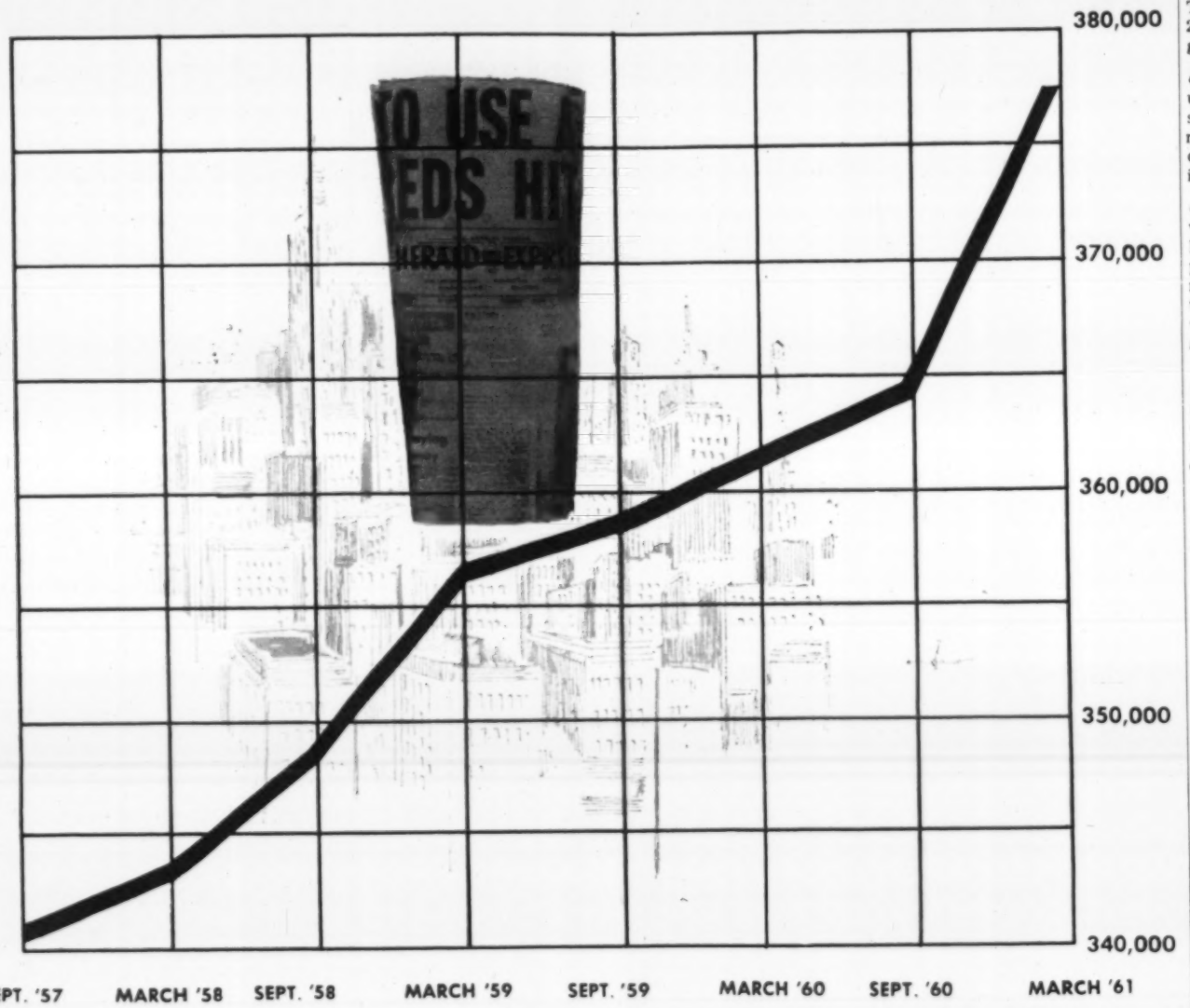
WTFM, Fresh Meadows, N. Y., will go on the air in September. Friendly Frost Inc., appliance and housewares chain which owns the station, will also operate recording studios as well as a hi-fi and stereo equipment salon at the fm broadcasting site. David H. Polinger, director of Friendly Frost's broadcast division, will supervise the new New York area fm station, which will be furnished with stereo equipment.

Miami Ad Assn. Elects

Erwin Harris, president of Harris & Co. Advertising, has been elected president of the Greater Miami Advertising Agency Assn. Other new officers are John Dey, exec vp of Grant Advertising, vp; and Andy Purcell, media director of McCann-Marschalk Co., secretary. The Miami Association has 24 member agencies.

Smith, Taylor Adds Account

Smith, Taylor & Jenkins, Pittsburgh, has been named advertising and public relations agency for B. K. Elliott Co., Pittsburgh, manufacturer of reproduction papers and distributor of engineering, drafting and microfilming equipment.



Publishers' Statements to the Audit Bureau of Circulations for the six months ended March 31, 1961, confirm this newspaper's position as the second largest daily—morning or evening—in America's second largest market and the largest evening newspaper in Western America!

Herald-Express reader families constitute a "city" larger than the 1,096,500 population of Pittsburgh and Cincinnati combined! Are you adequately covering this market which has an EBI in excess of 2¾ Billion Dollars?

Source: Sales Management Survey of Buying Power, Copr. 1961

REPRESENTED NATIONALLY BY MOLONEY, REGAN & SCHMITT, INC.

NOW NO. 2 DAILY NEWSPAPER IN AMERICA'S NO. 2 MARKET

378,613

NET PAID CIRCULATION

Publisher's Statement, 6 mos. ended 3/3/61

Los Angeles Evening

HERALD-EXPRESS

Largest Evening Newspaper in Western America

Buyers Muddled on Floor Covering, 'Good House' Finds

NEW YORK, Aug. 9—Some manufacturers of flooring and floor covering aren't doing the job they should do when it comes to clarifying product differences for consumers.

That point was indicated in a report on a consumer panel on flooring and floor covering conducted by *Good Housekeeping*. The magazine queried 2,500 of its 20,000 subscriber-panel-members, got a 73% reply, and found that:

• Householders tend to generalize use of the word "nylon" to describe any carpet made from man-made fibers, and "solid vinyl" to describe any resilient floor covering.

• The drive by manufacturers of vinyl, rubber and asphalt tile "still has a long way to go" in terms of promoting use in dining and living rooms. Only 7% and 4%, respectively, bought it for these areas, while the kitchen figure was 71% and the bath, 45%.

▪ *Good Housekeeping* said the market for this product is "wide open" because "only 15% of respondents bought resilient flooring during the past year" and "30% have never purchased it at all."

Top carpeting preference among home owners is wall-to-wall type, according to the magazine. Wool carpets, the second most important factor, is "overwhelmingly preferred" for living room, dining room, den and master bedroom.

There were 42% who said they would recommend wool to a neighbor or friend; 25% gave no reply; and the rest were divided on five kinds of man-made fibers.

▪ The panel seemed in the dark on chemical fibers: 33% asked for facts on rug upkeep; 22% wanted to know about durability; 21% requested fiber comparisons; and 16% checked off development and research data on new fibers.

According to *Good Housekeeping*, a "surprise fact" uncovered in the survey was that most women buy flooring and floor coverings after they buy furniture. Of the resilient-flooring buyers, 64% said they furnished their rooms first, and 74% reported buying carpets after furniture was set.

A final poll note showed that 52% bought resilient flooring at a floor covering store, but when it came to carpet-buying, only 24% went to a carpet store while 37% made their purchase at a department store.

Copies of the *Good Housekeeping* panel report are available from the magazine's research department, 57th St. at 8th Ave. #

Monsanto Appoints Three; Revamps Marketing Service

Monsanto Chemical Co., St. Louis, has appointed Dr. Arthur H. Schlesinger to the new position of assistant manager of sales promotion of the advertising and sales promotion department of the organic chemical division.

Monsanto's inorganic chemicals division has revamped part of its marketing organization. Technical service personnel who formerly worked on both customer service problems and the development of new markets will now concentrate on customer assistance as members of various specialized product sales groups. A market development group also has been formed, with James C. Barnett, formerly manager of technical sales, as market development manager, and Roger G. Ditzel, formerly detergent supervisor, as market development supervisor.

In thirteen issues, this one magazine reaches 73.3% of all U.S. homes and 90.4% of all homes with annual incomes of $10,000 or more.*

The higher the family income, the heavier the LOOK coverage. This pattern—established for single-issue readership of LOOK in recent nationwide studies by A. C. Nielsen Company and Audits & Surveys Company—holds true in cumulative-issue figures reported by both research organizations. For example, the A.&S. study reveals that with thirteen issues LOOK reaches almost *three-fourths* of all the households in America (39,200,000 of them)... and more than *nine-tenths* of all U.S. homes earning $10,000 a year and over. In addition, the frequency of exposure to LOOK increases as family income goes up. While thirteen issues reach *all* LOOK households an average of six times each, they reach the $10,000-and-over homes an average of *seven* times. This peak penetration into top-income households is reflected in other areas. According to the survey, thirteen issues of LOOK cover 90.8% of all homes with clothes dryers... 91.8% of homes with electric floor polishers... 93.0% of homes with pianos or organs... 89.4% of homes with movie cameras... 92.7% of homes with new cars purchased during the past two years. The ability not only to reach vast numbers of families but to concentrate that coverage among your best sales prospects is an important LOOK advantage. It is another mark of LOOK leadership.

*A single issue of LOOK is read in over 32% of all U.S. households... and over 48% of homes with annual incomes of $10,000 or more.

LOOKING AHEAD?

If you're raising your sights in 61, draw a bead on the premium men's market of nearly 1,300,000 Elks.

** Starch Consumer Magazine Report 1961*

Advertising to Elks is good business in any economic weather because they're affluent, acquisitive buyers—quick to react. Over ⅓ are business owners or officials—over 1/6 are professional men . . . a consistently ideal market for heavy expenditures on business equipment and supplies, travel, clothing, photographic equipment, home improvements, appliances, luxury items, services. With their high median income of $8,709*, Elk households own and replace just about everything at a record rate*. You reach, influence and sell them best in their own specialized publication ELK's MAGAZINE—the only medium designed to exclusively serve the dynamic Elks market!

Get a firmer foundation as business turns up, direct your sales messages to this premium men's market. Cost/Per/Thousand?—about one half that of other Men's books.

CIRCULATION: 1,285,420 (ABC 12/31/60)
C/P/M: $2.37

THE Elks MAGAZINE

• New York, 386 Park Ave. South
• Chicago, 360 N. Michigan Ave.
• Los Angeles, 5909 W. 3rd St.

WWTV AREA HAS MORE HOMES THAN TEN ENTIRE STATES!

WWTV has daily circulation, daytime and nighttime, in 36 Michigan counties (NCS No. 3).

If you think that Southern and Central Michigan are the only IMPORTANT parts of this state, *read this!*

WWTV covers more homes in Northern Lower Michigan than are available in ten entire states* Ratings far exceed those of any other television station in this area—and to *approach* WWTV's coverage in Northern Lower Michigan you would need 13 daily newspapers or 16 radio stations!

Add WWTV to your WKZO-TV (Kalamazoo-Grand Rapids) schedule and get all the rest of outstate Michigan worth having. *If you want it all, give us a call!*

**WWTV area has more homes than Alaska, Del., Hawaii, Idaho, Montana, Nev., N.H., N.D., Utah, Vermont or Wyoming.*

The Fetzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
WWTV — CADILLAC-TRAVERSE CITY
KOLN-TV — LINCOLN, NEBRASKA

AM—TV—FM

WWTV

316,000 WATTS • CHANNEL 13 • 1282' TOWER • CBS and ABC
Officially Authorized for CADILLAC-TRAVERSE CITY
Serving Northern Lower Michigan

Avery-Knodel, Inc., Exclusive National Representatives

Getting Personal

Ron Butler, pr director of Esquire Inc., is atwitter about his better half, Tracy, being selected as one of the six 1962 Miss Rheingold finalists. (Yes, it's all right for "Miss" Rheingold to be a Mrs.). Tracy, who's been a Miss Subways and a Miss Milkshake as well, was assistant to *Good Housekeeping's* managing editor, Jack Danby, until last May . . .

Tracy Butler

Travel Note: **Ed Miller,** publisher of *McCall's*, reports that daughter Amy, 9, traveling through Europe with her mother and grandmother, has broadened her scope: Her last letter bore the return address: "Amy Miller, Europe, the World." Also along are Chris, 15, and Eric, 11. Ed joins the family this month . . .

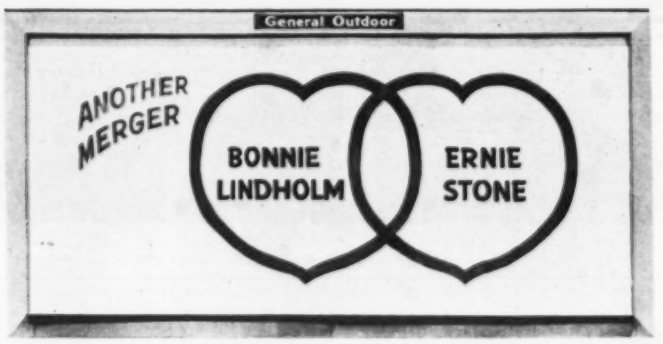
Thelma Hepburn, publicity boss at *Newsweek*, has left work to await the baby that's due Feb. 1 . . .

Croswell Bowen's oldest daughter, Betsy, is following her father's literary lead. She won first prize in the 1961 short story contest for *Scholastic's* "literary cavalcade" issue, and the story has since been translated into braille for *Searchlight* magazine. She'll be a senior at Chappaqua, N. Y., High School this fall, is studying in France at the University of Rennes this summer. Father, the author of five books, is director of information at Compton Advertising . . .

On Sept. 9 Mary Anne Cohan, actress, will become the bride of **Nicholas Gibson,** tv art director-producer at Foote, Cone & Belding, New York . . .

Corrine and **Joseph K. Coleman** (he's eastern ad director of *Show Business Illustrated*) have a new son, Nathaniel, born July 28 . . .

Paul Stoddard and his wife Margaret have evened things up with the birth of a new son, Peter, at Good Samaritan Hospital in Los Angeles Aug. 1. The new addition makes three boys and three girls for the KFWB account exec and his wife . . . **Ray Garard** of the Clinton E. Frank research department and his wife May named their 5 lb., 15 oz. addition Glee. She was born July 27 at Chicago's Presbyterian St. Luke's Hospital . . .



MERGER MESSAGE—*Ernie Stone, head of the outdoor department of Leo Burnett Co., and Bonnie Lindholm, an agency secretary, who were married recently, thought news of the wedding had not been told but on the way to their new suburban home, they were greeted with this sign posted by General Outdoor Advertising Co. along Chicago's Northwest Expressway.*

Raymond A. League, owner of Raymond A. League & Associates, Chicago advertising and pr agency, and former assistant ad manager of Johnson Publishing Co., was initiated recently into Alpha Delta Sigma . . .

Harry Lee, vp of J. Walter Thompson, San Francisco, has been named chairman of the publicity committee of that city's 1961 United Crusade . . . **F. Van Konynenburg,** exec vp of WCCO stations in Minneapolis, has been named president of the Minneapolis Downtown Council, business men's organization to promote and develop the city . . . **Gene K. Walker,** head of his own San Francisco agency, has been elected to the board of trustees of Stanford University. He's been an active alumnus for many years, serving on the alumni executive board and with the Stanford Associates . . .

Ford Stewart, publisher of *Christian Herald*, is receiving congratulations on the birth of a grandson, Ford Mackinnon Stewart, in Champaign, Ill. The father is **James Stewart** of McGraw-Hill Book Co. . .

In the first annual pro-amateur golf championship tournament held July 31 at Onwentsia Country Club in Lake Forest, Ill., **John J. Louis,** director of international marketing of S. C. Johnson & Son, teamed up for the charity play with his brother, Mickey, and pro Mike Souchak. Proceeds from the tourney went to Children's Memorial Hospital. Another adman in the tournament was **Chuck Winston,** senior vp and Chicago manager of Foote, Cone & Belding . . .

Anthony Patricelli, Hartford advertising and marketing counselor, recently completed a play, "Domenic," which he hopes to have produced shortly . . .

Adele Roy, pr director of Marks/Rifkin ad agency in Beverly Hills, was married July 28 to Hollywood cinematographer Henry Freulich. Best man was actor Lew Ayres . . .

The Chicago Tribune reaches the right kind of people

To a seller of furniture, there are only two kinds of people in a market. Those who buy. And those who don't, can't or won't.

The problem for a furniture advertiser is how to reach more of the right kind. And in Chicago, that's easy. Most of them read the Tribune. In city and suburban households, 71% of the furniture buyers read the Sunday Tribune; 56% read the Daily Tribune.

Now maybe you sell freezers, food or foreign cars instead of furniture.* It doesn't matter. The Tribune will still deliver a larger audience of actual buyers than any other Chicago newspaper.

You'll sell more to the right kind of people —the people who buy—when you use the Tribune in Chicago.

HOUSEHOLD COVERAGE OF FURNITURE BUYERS

SUNDAY TRIBUNE - 71%	2nd Sunday adds 14%
DAILY TRIBUNE - 56%	2nd Daily adds 21%

MORE READERS...MORE BUYERS...MORE RESULTS

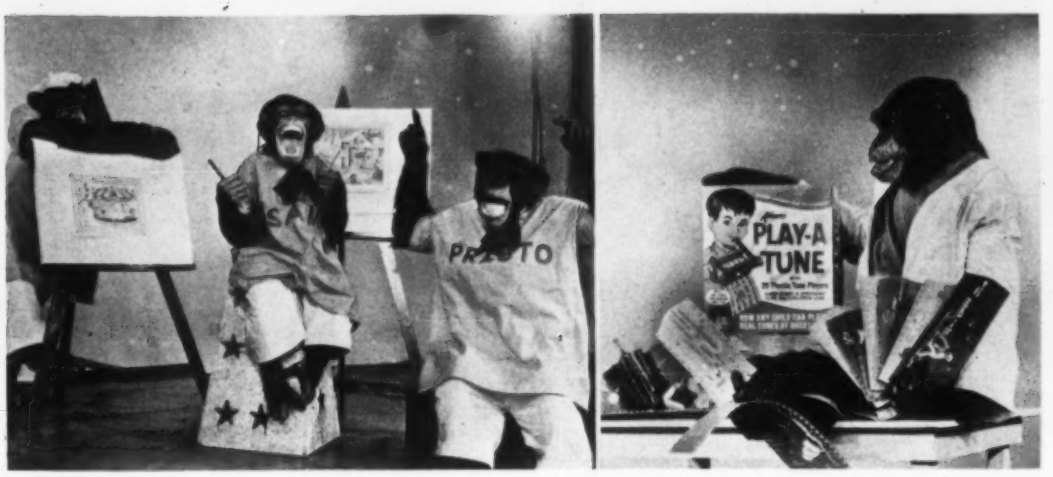
THE TRIBUNE GETS 'EM IN CHICAGO!

*And if you do sell furniture, our new MARKET POWER study is packed with information about your kind of buyers. Call a Tribune representative for the full story.

PHOTOGRAPHIC REVIEW OF THE WEEK

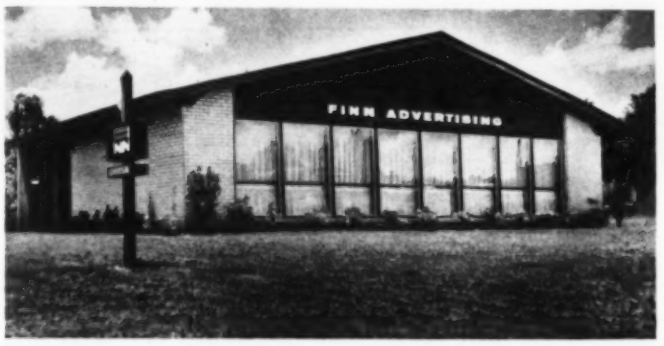
Carpenter Bordner Quisenberry Ripley

COFFEE AND CAKE—*Helping John A. Ripley, president, John A. Ripley Advertising, Los Angeles, cut the cake for the agency's 15th birthday are Alan Carpenter, account executive, and—representing one of the agency's original clients, Sierra Electric Corp.—Lee T. Bordner, president, and Jack Quisenberry, advertising manager. The other original client still with the agency, Baker Oil Tools, was represented at the celebration by Donald L. Sewell, advertising manager (not shown here).*



PAINTER & MUSICIAN—*More than 50 one-minute commercials will be aired beginning in mid-October and continuing through mid-December over 105 tv stations in the U.S. and Canada for Kenner Products Co., Cincinnati, toy manufacturer. The films were shot during a recent eight-hour session in the St. Louis Zoo, where the famed zoo chimpanzees demonstrated Kenner's Presto Sparkle paints (left) and Play-a-Tune, a new musical toy. Leonard Sive & Associates, Cincinnati, is the agency.*

BODY CURE—*This attractive miss has been given the title of "Miss Body Cure" by Poly-Chemical Corp., Chicago, which is introducing Body-Cure, a plastic filler for auto body and marine repairs.*



FINAL PERCH—*This is the new home of William F. Finn & Associates of Tyler, Tex. The agency has made four moves in its 15 years of existence and says it "ends its flight" with the new address. The address, according to the agency, is 2028 Loop 323 or "The Loop at The Troup."*

COME SEE MIRANDA—*These photographs were taken by Hal Reiff to illustrate Miranda camera ads, placed by Kameny Associates. Interest in the photos has been so strong that more than 3,000 photographers in about a dozen countries have sent in 10¢ for a 20-page booklet, "How I Shot the Miranda Ads," which shows many of the ads, some rejects, and describes the problems encountered by Mr. Reiff.*

COMBINATION PACKS—*Northam Warren Corp. will introduce price promotions for "bargain hunters" this fall. The Odo-Ro-No pack offers a $1 key chain and rain hat holder with an 89¢ size of the product at the special price of $1.21.*

FLIP FOR ALUMINUM—*These scenes are from an arresting commercial which Aluminum Co. of America, Pittsburgh, ran on "Alcoa Presents" on ABC-TV Aug. 1. Going one step beyond the squeeze motion technique, the tv picture area is divided into ten equal vertical sections, which flip with a definite beat to give the feeling of movement. The 80-second spot shows various people hurrying to see the 1962 National homes featuring aluminum construction. Alcoa may repeat the commercial later. It was produced by Ansel Films through Aluminum Co. of America's agency, Fuller & Smith & Ross, Pittsburgh.*

Ask any Publisher . . .

HIGH SUBSCRIPTION RENEWALS MEAN HIGH READER REACTION!

Any publisher will tell you that high subscription renewal rates mean high reader interest—and high reader reaction to editorial matter as well as to advertising messages.

We'll tell you the same thing, plus some interesting facts about why AUTOMOTIVE NEWS' 43,000 subscribers insist on giving us the highest renewal loyalty rate of any publication serving the multi-million dollar automotive market.

For the past 10 years, more than 85% of AUTOMOTIVE NEWS subscribers have renewed without pressure from a field sales force, without cut rates, premium offers or other special inducements.

Last year alone, 87%* of subscribing automotive manufacturing executives, car and truck dealers, service managers, jobbers and other key influences renewed at the regular $9 a year rate. Obviously, they're getting their money's worth of news vital to their particular phase of the business, as well as complete, accurate reporting of other information about the nation's bellwether industry.

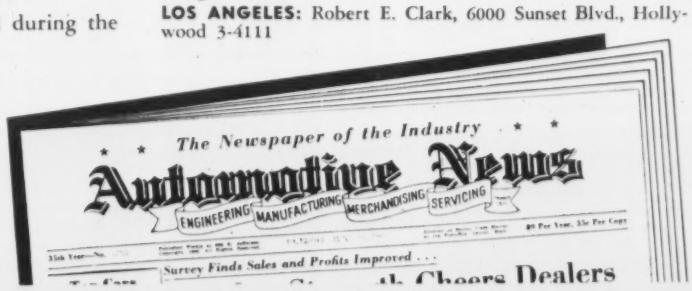
Our Representative in your area can support with facts what you've probably heard: That AUTOMOTIVE NEWS is seen every Monday morning on the most important desks in the industry. If your sales story should be seen by the men behind those desks, call soon — and let AUTOMOTIVE NEWS start making the week's first sales calls for you.

*87.04 of the subscriptions that expired during the 12 months ending April 30, 1960 renewed. Source, ABC Publisher's Statement.

REPRESENTATIVES:

DETROIT: R. L. Webber, William R. Maas, Roy Holihan, 965 E. Jefferson, Woodward 3-9520
NEW YORK: Edward Kruspak, Howard E. Bradley, 51 E. 42nd St., Murray Hill 7-6871
CHICAGO: J. Goldstein, Bill Gallagher, 360 N. Michigan Ave., State 2-6273
SAN FRANCISCO: Jules E. Thompson, 681 Market St., Douglas 2-8547
LOS ANGELES: Robert E. Clark, 6000 Sunset Blvd., Hollywood 3-4111

The Most *Influential* Publication In the Automotive Industry


The Newspaper of the Industry
Automotive News
ENGINEERING MANUFACTURING MERCHANDISING SERVICING
Survey Finds Sales and Profits Improved . . .
Cheers Dealers

BIG RUN PRINTING PROBLEM? CALL CAREY

Carey can solve it—speedily, colorfully and economically. Our rotary printing, unique binding and paper facilities, plus round-the-clock operation, easily meet your deadline and budget requirements. Call Arthur Friedman, Sales Manager.

CHickering 4-1000

CAREY PRESS CORP.

Our 67th Year

406 W. 31 St., N.Y. 1

General Mills, Best Foods Offer Refund, Set Drive

General Mills and Best Foods are teaming up to offer West Coast consumers a 35¢ refund on Betty Crocker buttermilk pancake mix and Karo syrup in the fall. To receive the refund, customers must send in a specially flagged box bottom of pancake mix plus the front label from any bottle of Karo syrup.

Ads featuring maple pecan pancakes will begin in late August with a back cover ad in the September *Sunset Magazine*. This will be followed by four-color page ads in Sunday supplements and several western newspapers. During the week of Sept. 3, 1,000-line b&w ads will run in 26 dailies. Advertising is being handled by Batten, Barton, Durstine & Osborn.

Foote, Cone Names Four VPs

Foote, Cone & Belding, Chicago, has appointed four vps. They are Duane C. Bogie, account supervisor; John E. O'Toole, John B. Rand, and Donald B. Williams, all copy group heads.

Florida Citrus Sets Oct. 11-12 Dates for Agency Presentations

LAKELAND, FLA., Aug. 9—The Florida Citrus Commission has decided on a 30-day delay in hearing presentations by advertising agencies, it was announced by Homer E. Hooks, general manager.

Mr. Hooks said the extra period would give the agencies ample time to prepare their presentations.

The new dates for presentations are Oct. 11-12. Previously, the commission had announced it would hear from the agencies on Sept. 13-14.

In a surprising move the commission announced it was issuing invitations for bids on its $3,100,000 consumer advertising account (AA, July 31). Benton & Bowles, New York, has had the commission's prime advertising contract since 1955.

■ It is up to the commission to decide when presentations from agencies will be invited. During the past two years, the Florida Fresh Citrus Shippers Assn. has asked the commission on two occasions to invite presentations. Both requests were declined.

However, last week the commission made public its intentions of inviting bids for the account.

Mr. Hooks said that 18 questionnaires had been mailed to agencies so far, and probably a half dozen or more would be mailed later.

Deadline for return of the questionnaires is Aug. 11.

A screening committee will then go over the questionnaires which have been returned and select five agencies which will make presentations before the commission.

■ Members of the screening committee are: Commission Chairman Key Scales Jr.; commission members Sam A. Banks and Bruce W. Skinner; and staff members Frank D. Arn, director of advertising and merchandising; Hal S. Gardner, advertising manager, and Mr. Hooks.

Mr. Hooks said the commission has had "excellent response" from the agencies so far. He said the largest agencies in the country have responded to the invitation for bids on the account.

"A wide range of agencies from the largest to the smallest is represented," he said. #

Cherie Lee Appointed VP of McCann-Erickson

Cherie Lee, associate creative director of McCann-Erickson, Chicago, has been named a vp of the agency. Miss Lee is the first woman vp in the history of McCann's Chicago operation, and the sixth woman vp of Interpublic Inc.

Cherie Lee

Before joining McCann three years ago Miss Lee was senior copywriter at Earle Ludgin & Co., Chicago.

Normond Linder Names Rubin

Stanley H. Rubin, formerly advertising manager of Green Dollar Nursery Chain, has been appointed account executive of Normond Linder & Associates, Los Angeles agency.

Mandabach & Simms Adds Two

Mandabach & Simms, Chicago, has been named to handle advertising for Hong Kong Teakwood Products Co., Chicago, and Simpson-Bosworth Co., Chicago, furniture manufacturer.

ANY INDIANS IN FARGO?

Only 7 Indians left, but there's plenty of wampum . . . nearly $200 million Effective Buying Income in the Fargo-Moorhead Standard Metro Area, where you get 99% coverage with

THE FARGO FORUM

deas *that sell at the point of sale*

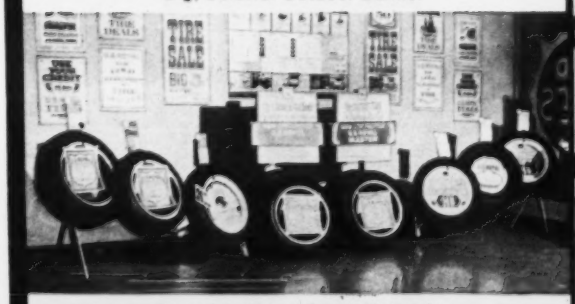
Featured here is the result of complete *one-stop* display service at CSP—an entire coordinated display promotion for U.S. RUBBER, celebrating their Golden Jubilee. It is now being shown at tire dealers across the nation. *Your own* pay-off advertising at the point of sale can be made more effective through the complete *one-stop* display service of CSP. That's because we have complete facilities to do the whole job—create, design, produce—a *single* display, a *special* or *seasonal* promotion, or a *year-round* program. We also produce displays of *every* material—you name it—and complete dealer kits, too! Whatever your product or market, we can do the whole job—from idea to distribution—and do it *better!* For new brochure packed with ideas that sell, write us. 2635 North Kildare, Chicago 39, Ill.

CHICAGO SHOW PRINTING COMPANY
NEW YORK • CHICAGO • DETROIT
HOUSTON • ST. LOUIS
and other principal cities

Complete U.S. Rubber Dealer Kit

Exciting Window and Store Front Displays

Big, Colorful Outdoor Banner



Complete Show Room Materials

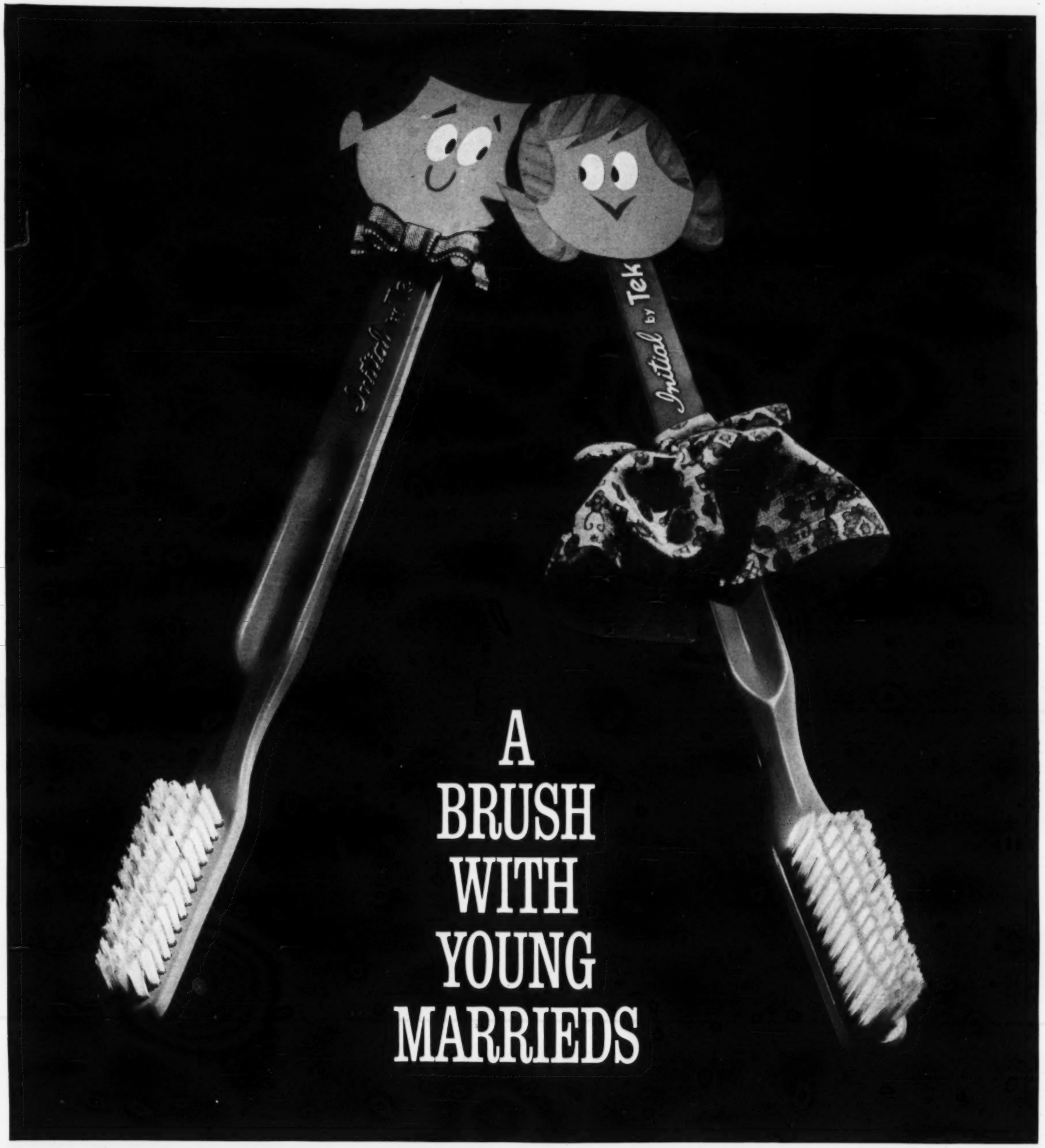
Hard Sell Facts

ONE STOP

A TYPICAL DEALER KIT DESIGNED AND PRODUCED BY CHICAGO SHOW

FOR INSURED SALES RESULTS

AMERICA'S ONE-STOP POINT-OF-SALE CENTER



Mommy, does it pay to have children?
It's a saving, pet, now that all the family gets the brush from TEK.
FREE Youth TOOTHBRUSHES FOR ALL YOUR CHILDREN!

Get a free TEK toothbrush for every child in your family...

NO MATTER HOW MANY

Buy two TEK Initial toothbrushes at regular price—two for $1.78—get two 33¢ TEK Youth toothbrushes free—plus a coupon that lets you get a free youth brush for every other child in your family. Offer expires September 30, 1961.

Appearing in TV GUIDE, this 2-color ad for Tek toothbrushes encounters more Young Marrieds (18-34) than it could in any other magazine, bar none. What's more, TV GUIDE makes over 3,000,000 weekly sales right where Tek toothbrushes are bought—in America's drug and food stores, including every major chain. Whether you sell toothbrushes or toothpaste, snacks for the evening hours, or cereal to start the day right, TV GUIDE can provide the brand of results that your brand of product deserves.

Best-selling weekly magazine in America

TV GUIDE

Mail this ELGIN idea coupon now!

FOR PROVEN WAYS TO SPARK SALES, SPUR INTEREST IN YOUR PRODUCTS OR SERVICES

Send me information about Elgin watches for use as:

☐ Sales Incentives ☐ Service Recognition ☐ Dealer Loader
☐ Contest Award ☐ Other (please describe)_____
☐ Jobber Incentive _____

FREE: New book, "Service Recognition," tells in detail how to operate a successful employee recognition program. Most complete book of its kind. (Check Service Recognition, above.)

MAIL TO: *Elgin Premium Department P-2, Elgin National Watch Company, Elgin, Illinois. Phone: SHerwood 2-3300*

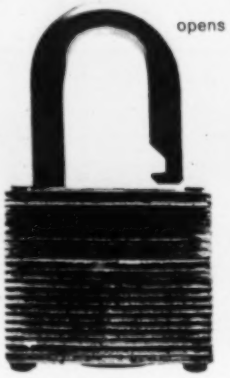
Your Name_____

Company_____

Address_____

City_____

Zone_____ **State**_____



opens door after door after door after door after door after door after door

then locks each account to you

WESTERN PACIFIC'S NEW RETAILER'S POLICY

Now you can sell one policy that covers all these: fire, allied perils, crime, liability, business interruption or rental income, business medical insurance and more! You can offer as high as 20% savings to retail store owners. Gets you new business, new profits that stay yours for years to come. Contact your Western Pacific representative today.

7107 WOODLAWN AVENUE
SEATTLE 15, WASHINGTON

WP
WESTERN PACIFIC INSURANCE
SEATTLE PORTLAND SPOKANE
YAKIMA KALISPELL SALT LAKE CITY

DOOR OPENER—*Western Pacific Insurance, Seattle, will begin a new insurance trade publication campaign with this b&w announcement for the "retailer's policy." Other ads in the series will feature the "motel owner's policy" and the "apartment owner's policy." Botsford, Constantine & Gardner, Seattle, is the agency.*

Oil Fuel Institute Drive 'In the Bag' for This Season

NEW YORK, Aug. 9—The National Oil Fuel Institute, after a year's layoff, is once more getting fired up over grocery bags as an advertising medium.

Two years ago the institute and its chapters circulated 28,000,000 sacks with oil heating's message enscribed on them. This year, the institute is warming up for an equally big push.

The program, prepared in association with Salesbag Promotions Inc., Ardsley, N. Y., gives member chapters a choice of two ads. They pick out the one they want, the marketing area to be covered, the period of circulation and the number of ads on each bag, and advise the institute. The institute contacts Salesbags Promotions Inc., which lines up food chains to distribute the ads on the bags. The institute takes care of the billing.

Rates for two-color ads vary from $5.75 per 1,000 for 100,000 (about two weeks distribution in 10 large supermarkets) to $3.95 per 1,000 for 1,500,000.

■ The campaign will run through February, 1962, when interest in heating fuels begins to lose its glow. So far, five chapters (or markets, as the institute likes to call them) have signed up, but the institute thinks demand will really warm up with the approach of autumn's chill.

The institute explained that its advertising program, which also includes radio, tv, newspapers and billboards, is a 50-50 co-op arrangement, but it emphasized that it has no "tie" over how its members spend the money.

■ The results of the institute promotion were gratifying enough to persuade the American Gas Assn., however, to try the same thing this year, with "moderate" success. The association has a four-section program, with bag ads for ranges, water heaters, dryers and house heating facilities adapted from two-color, 24-sheet posters. Salesbag Promotions handles arrangements directly for AGA members. The association does not have any co-op plan.

Other heating association and public utility companies to carry the bag promotions this year are Public Service Electric Gas Co., Newark, N.J.; Con Edison, New York; United Illuminating Co., Bridgeport, Conn.; Ohio Fuel Gas Co., Steubenville; Brooklyn Union Gas Co.; and the Erie, Pa., division of Pennsylvania Gas Co. #

AB-PT Reports 1st Half Net Profits Increase

American Broadcasting-Paramount Theaters, New York, reported record net operating profits estimated at $5,694,000 for the first half of 1961, compared with $5,653,000 for the similar period of 1960. Net profits, including capital gains, climbed to $11,843,000 from $6,981,000 for the 1960 half.

For the second quarter, net operating profits were $2,269,000, as against $2,317,000 for the comparable 1960 quarter. Net profits, including capital gains, were $4,504,000, up from the $3,601,000 in 1960. Second quarter capital gains were principally from the sale of AB-PT's stock holdings of Microwave Associates. These gains were reduced by establishment of a $2,000,000 reserve against foreign investments.

Glandbard Joins North

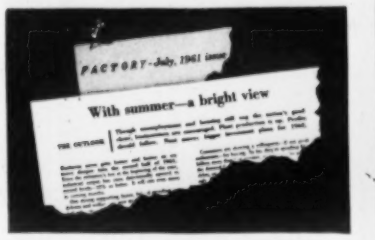
Max Glandbard, formerly of the tv production staff of Kenyon & Eckhardt, New York, has been named tv producer-writer of North Advertising, New York.

WJR Appoints Habermas

Robert A. Habermas, formerly sales promotion manager of Walker & Co., Detroit, has been appointed to the sales department of WJR, Detroit.

"LARAMIE" MAKES THE MOVE FROM BLACK & WHITE TO COLOR TV

This Fall "Laramie" catches the great outdoors in "Living Color." A great show becomes even greater. The trend is to color. Are you with it? Learn more about color TV now. W. E. Boss, Director, Color Television Coordination, RADIO CORPORATION OF AMERICA, 30 Rockefeller Center, New York 20, New York, Tel: CO 5-5900



McGraw-Hill publications reach your most important customers and prospects in these major markets:

AEROSPACE
Aviation Week and Space Technology

ARCHITECTURE
Western Architect & Engineer

APPLIANCE-RADIO-TV
Electrical Merchandising Week

ATOMIC ENERGY
Nucleonics

BUSINESS MANAGEMENT
Business Week

COAL MINING
Coal Age

CHEMICAL PROCESS INDUSTRIES
Chemical Engineering
Chemical Week

CONSTRUCTION
Construction Methods & Equipment
Engineering News-Record

DISTRIBUTION-INDUSTRIAL
Industrial Distribution

ELECTRICAL CONSTRUCTION AND MAINTENANCE
Electrical Construction & Maintenance

ELECTRICAL GOODS
Electrical Wholesaling

ELECTRICAL UTILITIES
Electrical World
Power
Electrical West

ELECTRONICS
Electronics

INSTRUMENTATION AND CONTROL
Control Engineering

MANUFACTURING PLANT OPERATION
Factory

METAL & NONMETALLIC MINING
Engineering and Mining Journal
E&MJ Metal & Mineral Markets

METALWORKING
American Machinist/Metalworking Manufacturing

OFFICE TRAINING
Today's Secretary
Business Education World

PETROLEUM
National Petroleum News

POWER
Power
Electrical World
Electrical West

PRODUCT DESIGN
Product Engineering

PURCHASING-INDUSTRIAL AND BUSINESS
Purchasing Week

TEXTILES
Textile World

TRUCK AND BUS FLEETS
Fleet Owner

OVERSEAS PUBLICATIONS
International Management (Latin America and European Editions)
The American Automobile
El Automovil Americano
Ingenieria Internacional
Industria
Ingenieria Internacional
Construccion
Metalworking Production (London)

FACTORY - July, 1961 issue

With summer—a bright view

THE OUTLOOK | **Though unemployment and housing still nag the nation's good cheer, businessmen are encouraged. Plant production is up. Profits should follow. Next move: bigger investment plans for 1962.**

Business news gets better and better as we move deeper into the second half of 1961. Since the recession's low at the beginning of the year, industrial output has risen determinedly upward to record levels—10% or better. It will rise even more in coming months.

One strong supporting factor, fe[illegible]l spending [illegible] defense and welfa[illegible] now m[illegible]

Consumers are showing a willingness—if not great enthusiasm—for buying. So far, they're spending $1[illegible] billion more than last summer, wi[illegible]les p[illegible] the demand f[illegible] debts, co[illegible] sale[illegible]

Business is always better for those who go after it. Today... and every day... you can sell hard with consistent advertising in the McGraw-Hill publications read by key men in your major markets.

McGraw-Hill PUBLICATIONS

McGRAW-HILL PUBLISHING COMPANY, INC., 330 WEST 42nd STREET, NEW YORK 36, N. Y.

More than one million key men in business and industry pay to read McGraw-Hill publications.

JWT Study Traces 50-Year Shift from Farm to Suburbs

NEW YORK, Aug. 8—In 1910 the typical American lived on a farm; in 1930, in a small town; today in the suburbs of a metropolitan city.

This shifting of population is documented in a massive marketing study of the U.S. just completed by J. Walter Thompson Co. Titled "Population and Its Distribution: The U.S. Markets," it has been published by McGraw-Hill as a $24 489-page tome.

The study presents the 1960 census figures and latest retail sales statistics in their "most usable form" to paint a meaningful picture of the current marketing situation in the U.S. It is the eighth edition of population studies first published by JWT 50 years ago.

■ Among the population trends discussed:

• Of the 28,000,000 population increase in the past ten years, 24,000,000 are concentrated mainly in 199 major marketing areas which account for about 70% of the nation's total retail sales.

• Of the 24,000,000 new residents in the metropolitan markets, 23,000,000 (or 96%) are suburbanites living in areas that were not suburbs in 1950.

• The 22 major metropolitan markets grew 25.6% compared to the national rate of 18.5%.

• Of all the regions, the Mountain and Pacific states grew the fastest, increasing by 7,900,000 people. The South nearly equaled this gain with an increase of 7,800,000.

• Although California had the largest actual growth (over 5,000,000), Florida has the fastest growth rate.

The book lists the top markets in order of importance, giving summary information for 753 markets. Trends in the age of the population are also discussed, as are household and family formations. In anticipating the population growth for the '60s, the book estimates an increase of up to 35,000,000, or "the equivalent of adding a new 1960 Detroit each year to the market." #

KTNT-TV Names Miller, Cary

Keith Miller, formerly Pacific Northwest station relations representative of Sesac Inc., has been appointed general sales manager of KTNT-TV, Tacoma, Wash. Michael Cary, formerly a member of the sales staff, has been named national sales manager of the station.

TWO THIRDS
. . . and more of
SOUTH CAROLINA'S

$3.0 billion INCOMES
$1.9 billion RETAIL SALES

Write now and ask the newspapers listed below or their representatives for new MARKET DATA BROCHURE. See their effective coverage of South Carolina . . . more than two-thirds of your sales potential in this state in every category.

Liberalized C. I. D. PLAN
DISCOUNTS FOR FREQUENCY OR BULK, WITH SAVINGS UP TO 17%

yours with . . .

THE BIG 3 IN S.C.

GREENVILLE
News and Piedmont
Repr. Ward-Griffith Co.

COLUMBIA
State and Record
Repr. The Branham Co.

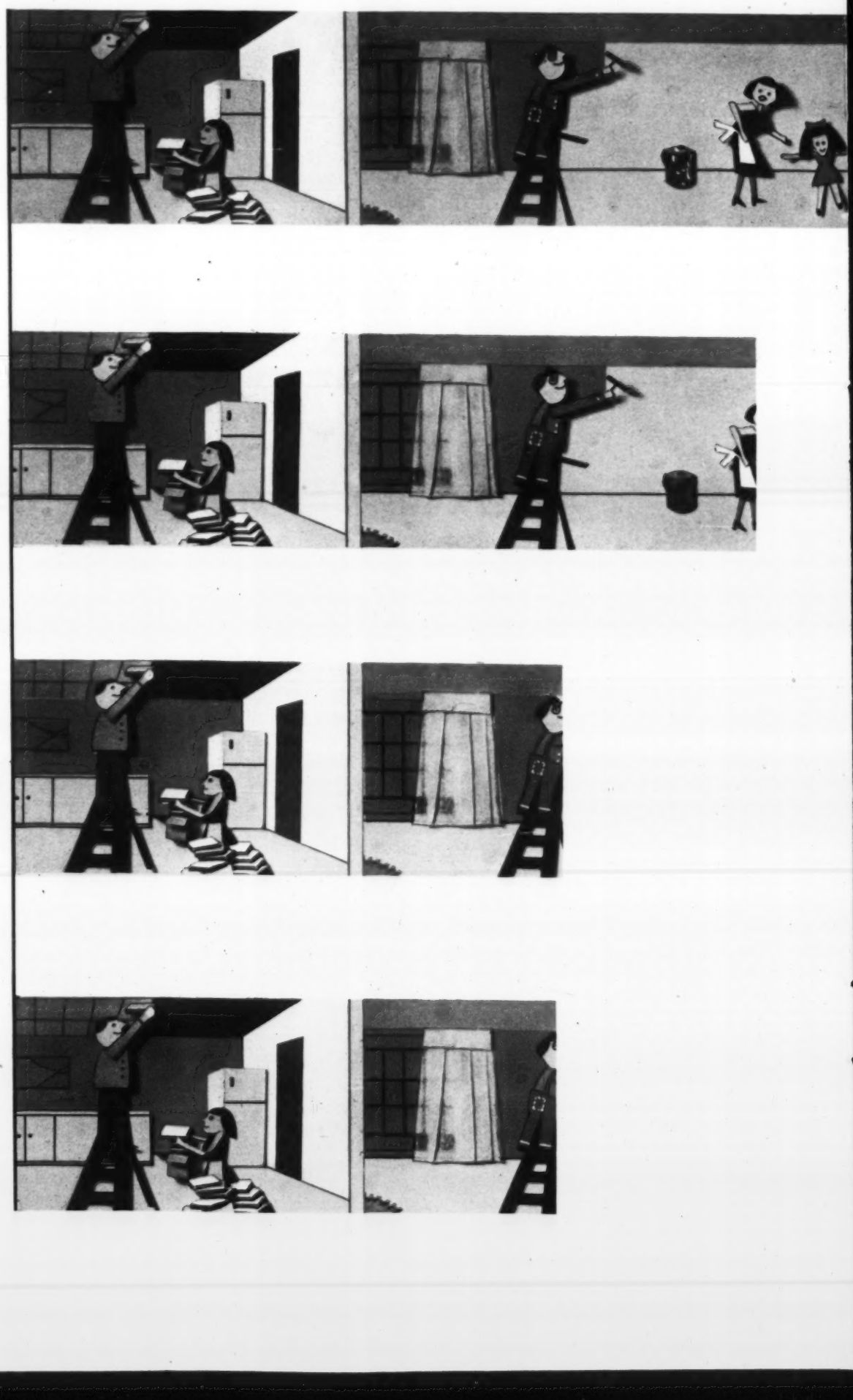
CHARLESTON
News & Courier and Post
Repr. The John Budd Co.

Digest
292
chances-to-sell
per dollar

Post
143
chances-to-sell
per dollar

Look
111
chances-to-sell
per dollar

Life
108
chances-to-sell
per dollar



Hillinck & Associates Opens

William Hillinck, formerly on the Hollywood staff of Young & Rubicam, has established Hillinck & Associates, San Francisco promotion company. Offices will be at 112 Market St.

Niefeld Elected Frank VP

Dr. Jaye S. Niefeld, marketing director of Clinton E. Frank Inc., Chicago, has been elected a vp of the agency.

Borden Co. Forms Corporate Marketing Services Department

NEW YORK, Aug. 8—Borden Co. last week formed a corporate marketing services department, announced plans to buy Greenwood Foods Inc., and appointed a product manager for its Marcelle cosmetics.

Robert E. Kahl, formerly exec vp of marketing, sales and distribution for Borden Foods Co., has been appointed head of the newly formed corporate marketing services department. The new department was set up to provide marketing services to various operating divisions "because of the increased complexities of marketing," the company said.

■ Greenwood Foods Inc., Waterloo, N. Y., which claims to be the nation's largest packer of red cabbage and pickled beets and a handler of glassed spiced fruits, plans to sell its properties and assets to Borden, pending stockholder approval Aug. 26. There will be no changes in management, policies or personnel, under terms of the plan, and the business will become the Greenwood Foods division of Borden. S. R. Leon Co., New York, is Greenwood's agency.

Howard E. Jordan, formerly with Northam Warren Corp. as product sales manager for Peggy Sage cosmetics, has joined Borden's pharmaceutical division as product manager of Marcelle hypo-allergenic cosmetics. #

Palmer Adds Two Accounts

T. N. Palmer & Co., New York, has been named to handle advertising for *Construction Methods & Equipment*, published by McGraw-Hill Publishing Co., and for the Insurance Information Institute, New York. Russell T. Gray Inc., Chicago, formerly handled *Construction Methods*.

Ahrens Names Kusik for Ohio

John E. Kusik has been appointed Ohio advertising representative of Ahrens Publishing Co., New York, publisher of *Restaurant Management*, *Hotel World-Review* and *Restaurant Equipment Dealer*. Mr. Kusik will also represent Canada's *Restaurants & Institutions* magazine.

double your chances-to-sell to home remodelers

—with each dollar you invest in the Digest

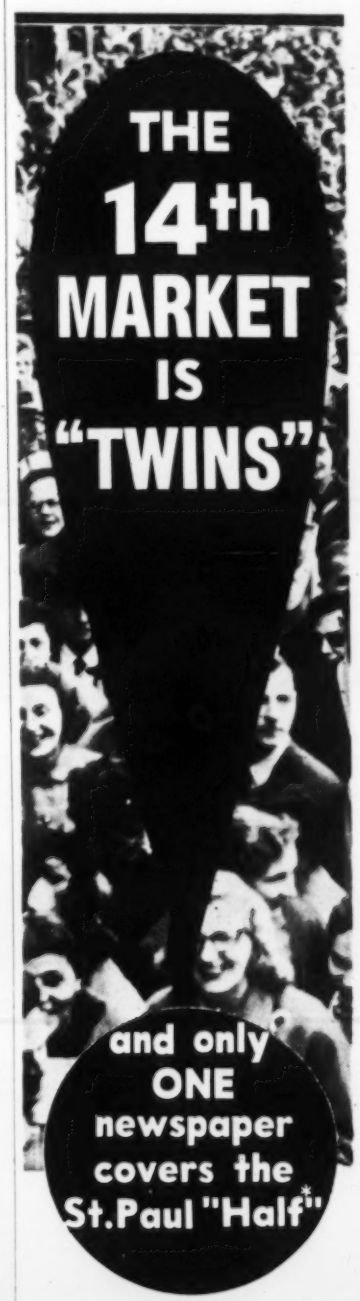
Every time an advertisement is looked at, it has a *chance-to-sell*. Nationwide research by Alfred Politz has measured these *chances-to-sell* to people in families which expanded or remodeled their homes recently:

In the Digest:	12,708,000
In the Post:	6,343,000
In Life:	5,242,000
In Look:	4,504,000

Chances-to-sell to these buyers per dollar with a 4-color page are illustrated at the left. Again there's a two-to-one spread . . . typical of the advantage you get advertising any type of product in Reader's Digest.

What about TV? Because TV audiences have not been measured accurately for proven prospects, comparisons must be based on *chances-to-sell* to the *entire* audience. On this basis, a 4-color Digest page gives you 60,947,000 *chances-to-sell*, or 1401 per dollar. TV provides only 17,419,000, or 613 per dollar (with a commercial minute on the average nighttime network TV program).

People have faith in
Reader's Digest



*Ramsey, Dakota and Washington Counties

ST. PAUL DISPATCH
PIONEER PRESS

Representatives
RIDDER-JOHNS, INC.
New York · Chicago · Detroit
San Francisco · Los Angeles
St. Paul · Minneapolis

"SING ALONG WITH MITCH" IS ON COLOR TV AGAIN

Maestro Mitch Miller returns his smash musical hit to color again this season. The trend is to color. Are you with it? Learn more about color TV now. W. E. Boss, Director, Color Television Coordination, RADIO CORPORATION OF AMERICA, 30 Rockefeller Center, New York 20, New York, Tel: CO 5-5900

Land Developer's Ads Push Posh Homes to Sell Home Sites

CHICAGO, Aug. 8—Arthur T. McIntosh & Co., land developer, currently is running a newspaper campaign featuring $50,000-and-up homes to sell a community.

Purpose of the large-space ads in the *Chicago Tribune* is to get people to come out and see the community, Inverness, near suburban Barrington. Each ad uses the same large illustration of the gracious community, with a different headline featuring various community advantages. The ads also contain a small illustration and description of one of the homes in Inverness under a subhead—"At Inverness this weekend."

Even though the ads feature specific homes, McIntosh actually sells only the one-to-five-acre home sites, which average $9,000 in price. The homes are built by several local builders, and McIntosh helps them sell the homes by featuring them in the ads.

■ Headlines in the series read: "Inverness is the place to grow a willow tree," depicting the wooded community; "at Inverness the only things small are hummingbirds," emphasizing the large size of homes, trees and hills; "in Inverness the only thing quicter than one of our evenings is a Rolls Royce," featuring the quiet nature of the community; and "at Inverness you can have a hitching post and use it," featuring the bridle paths, stables and other facilities. The next ad will read "at Inverness nature used a sculptor's tool —not a flatiron," featuring the hills and topography.

QUIET—*This quarter-page ad in the Chicago Tribune is one of a series by Arthur T. McIntosh, land developer, to promote home sites.*

The ads are running about every two weeks and will continue through the fall. According to Waldie & Briggs, the McIntosh agency, each ad has produced enough interested parties to keep the Inverness people busy for a two-week period between the ads showing the properties and homes.

McIntosh opened the 12th section of Inverness Aug. 5. The 1,700-acre community first opened in 1938. The development plans called for opening the next section next year, but Mr. McIntosh said the "sale of homesites this year exceeded expectations."

Last year, ads in *The New Yorker* were used to promote Inverness, since many of its residents have relocated in Chicago from the East. A magazine campaign is being considered in the winter.

Mr. McIntosh, who owns six other properties in communities near Chicago, also is running regular ads in all four Chicago daily newspapers and several community newspapers, plus some radio, to promote other properties. #

Lay Co. Renews 'Deputy Dawg'

The CBS Films cartoon series, "Deputy Dawg," has been purchased by H. W. Lay Co., Atlanta, for a second year for showing in 46 southeastern markets. Commercials will feature Lay's potato chips. Lay's tv schedule, through Liller, Neal, Battle & Lindsey, will cover cities in Alabama, Georgia, Florida, Indiana, Kentucky, Louisiana, Mississippi, Missouri, North Carolina, South Carolina, Tennessee, Illinois, Virginia and West Virginia. The food company will sponsor the 30-minute film on alternate weeks.

If this is your idea of Boston, it's all wet

Instead of Model A, Boston today is an "A" model town, with enormous redevelopment in the works, with action taking over from apathy and "go, go, go" instead of "no, no, no."

Boston's a big, new exciting town, a riveter's paradise. It's fresh, hustling, with new buildings, new industries, new horizons, new everything including a new No. 1 newspaper — The Globe.

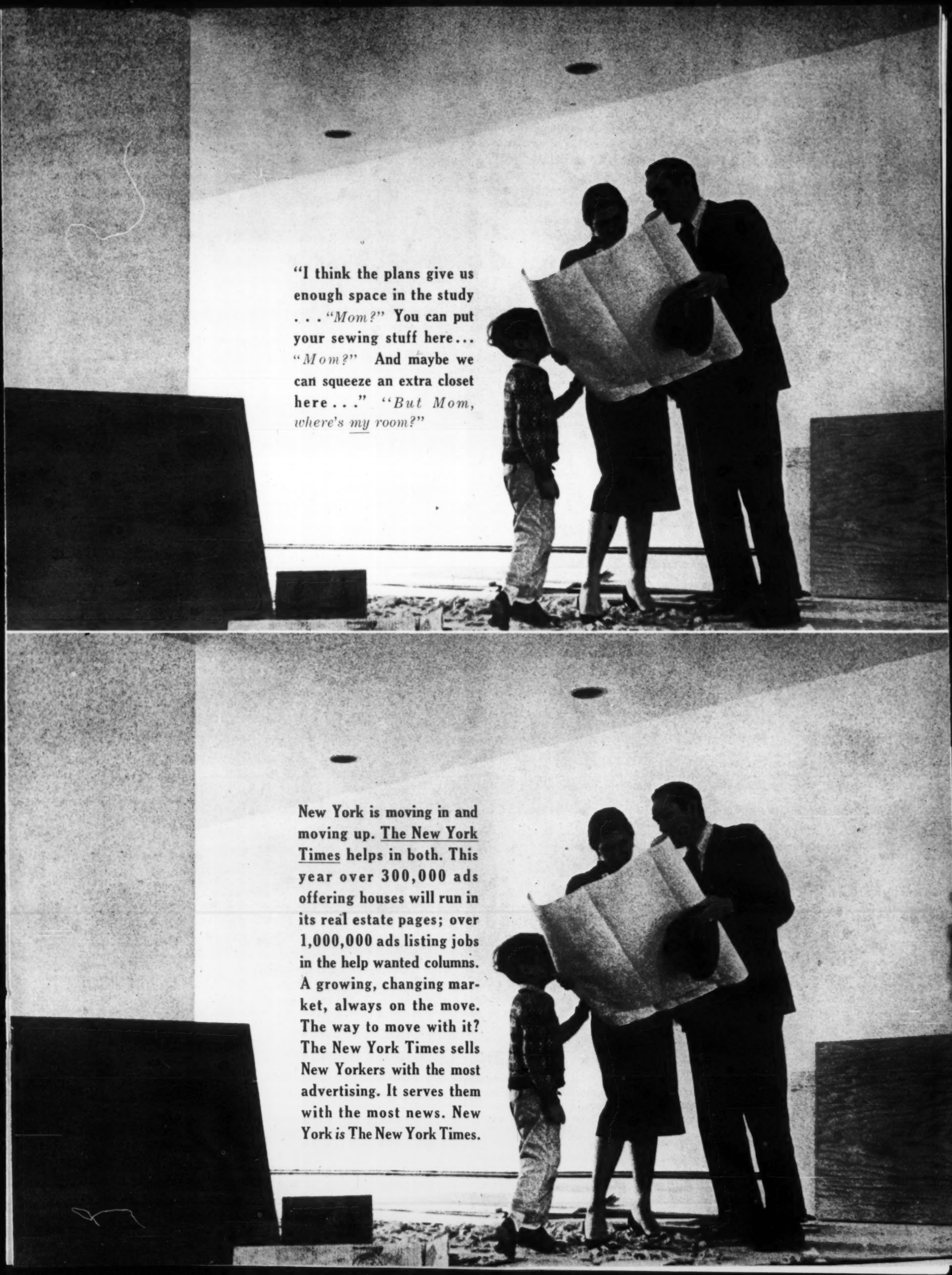
The Globe leads in every audience classification. For example, more readers in large households read The Globe than any other Boston paper — 54% more than the Herald-Traveler, 25% more than the Record-American.

A new study of Boston Market newspaper audiences reveals this and other facts extremely favorable to The Globe. Conducted in consultation with the Advertising Research Foundation, the study is now available to you. For a copy of "The Buying Bostonians" featuring highlights of the survey, call your Million Market Man.

There's a new Boston and The Globe is its #1 paper

MORNING • EVENING • SUNDAY • A MILLION MARKET NEWSPAPER: NEW YORK, CHICAGO, DETROIT, LOS ANGELES, SAN FRANCISCO

CHOICE AGENCY SPACE
Entire Floor 7000 Sq. Ft.
18 Private Offices
Available Spring 1962
Carbide & Carbon Bldg.
230 No. Michigan Avenue
Chicago 1, Ill.
Other Units From 500 Sq. Ft.
Bell & Hefter, Inc.
Call ANdover 3-5555


"I think the plans give us enough space in the study . . . "Mom?" You can put your sewing stuff here... "Mom?" And maybe we can squeeze an extra closet here . . ." "But Mom, where's my room?"
New York is moving in and moving up. The New York Times helps in both. This year over 300,000 ads offering houses will run in its real estate pages; over 1,000,000 ads listing jobs in the help wanted columns. A growing, changing market, always on the move. The way to move with it? The New York Times sells New Yorkers with the most advertising. It serves them with the most news. New York *is* The New York Times.

Play this winning foursome

Four is par for Georgia's great $2 billion market . . . the Augusta, Columbus, Macon and Savannah trading areas. Read in 9 out of 10 homes in each metropolitan area, the 4 Georgia Group papers give you the coverage and penetration you need and want. So why not score with the winning foursome? It's one order, one bill, one check . . . and savings of 13% on 10,000 lines or more. Call your local Branham man for details.

THE Georgia Group

AUGUSTA *Chronicle and Herald* MACON *Telegraph and News*
COLUMBUS *Ledger and Enquirer* SAVANNAH *News and Press*
Represented nationally by THE BRANHAM COMPANY

MIME TIME—*Here is one of the magazine ads which RCA Victor Records, New York, will run this fall featuring a colorful pantomimist who will "tell" the story of the company's "best buy" series.*

RCA Victor Uses 'Silent Salesman' to Push Albums

NEW YORK, Aug. 8—RCA Victor Records will use a live but silent salesman in its advertising and promotion of a series of 35 new "best buy" albums.

The RCA mime, Shai K. Ophir, was introduced to distributors at a four-day series of meetings here. As an "age-old symbol of entertainment throughout the world," a pantomimist was selected to act as RCA's silent partner in the company's 13th annual August-September promotion of new releases to tie in with the new theme, "The new and the great entertain on RCA Victor," according to William I. Alexander, manager of advertising and promotion.

■ Mr. Mime will be seen in all RCA Victor's magazine, newspaper and tv ads, in addition to its point of sale material, promoting 19 pop, 12 Red Seal and 4 Soria series albums.

The campaign will start with a color page in the Sept. 29 *Life*, to be followed by pages in *Cue, Esquire, Hi Fi Stereo Review, High Fidelity, Playboy, Saturday Review, Schwann LP Catalog, Sports Illustrated, Sunset Magazine, The New York Times Magazine*, and *The New Yorker*.

One-minute color commercials will appear on Walt Disney's "Wonderful World of Color" on NBC-TV Sept. 24, Oct. 8 and Oct. 22. Dealers will be supplied with open-end 30 and 60-second radio commercials and 140, 280 and 600-line newspaper ad mats to be used with their co-op budgets.

■ On the promotion side, 3,500 disc jockeys will be supplied with a music box in the shape of a grand piano which plays "The Mime's Theme," an original melody also being used as background music in the tv and radio commercials and available to consumers as a single record release. Disc jockeys also will receive a two-record sampler containing selections from 19 albums in the "best buy" series.

Highlight of the point of sale material will be a life-size replica of Mr. Mime which will rotate to expose 20 record albums. Other aids will include life-size window displays, hanging pennants, easel-back displays, counter cards, album holders, and a 12-page record album supplement.

Grey Advertising is the agency for RCA Victor. #

Ward, Pure Oil Test Catalog Service in Gasoline Stations

Montgomery Ward & Co. is establishing three catalog sales agencies in three Pure Oil Co. service stations as an experiment by both companies in expanding their merchandise service for customers. One of the agencies opened Aug. 10 at the new Pure Oil station in Greensboro, N. C. Two of the installations are being made in Illinois—one as a pilot operation at the company station at Pure Oil's general office in Palatine, near Chicago, and the other with a dealer in Fox Lake.

Ward and Pure Oil also are considering testing a fourth catalog sales agency at a station in Lakeland, Fla., later this year.

FLASHY CALLIOPE UNIT AVAILABLE

for advertising, parades, fairs, other outdoor events. **Musical Myko's, 441 Stewart Ave., Park Ridge, Ill. TA 5-1636.**

CANADA your largest export market—is not "region 9"

About four billion dollars' worth of U.S. goods are sold yearly to Canada. Those who sell Canadians successfully know very well that Canada is not just another U.S. marketing region.

But this big market—your largest in every way, greatly varied and bilingual—is easily, directly and economically approachable through Canadian business publications, many of which are published in the French language. Your selling message is carried to the decision-making men in *every* area of the commercial and industrial scene.

You can be sure of this, because all BNA publications are audited, to tell you precisely who the publications reach, what they do, where they are. And more, far more, of the significant men in business, industry and the professions are reached by Canadian business papers than through "overflow" circulation of non-Canadian business publications.

Your message penetrates in an atmosphere of authority because of the esteem earned by Canadian business publications, which inform and influence Canadians in terms of their unique requirements.

Economy: Unequalled. Space rates are competitive, there is no waste circulation, effectiveness is demonstrable. Case history studies available. Or to get any other information, write to: Business Newspapers Association of Canada, 100 University Avenue, Toronto 1, Canada.

61-53

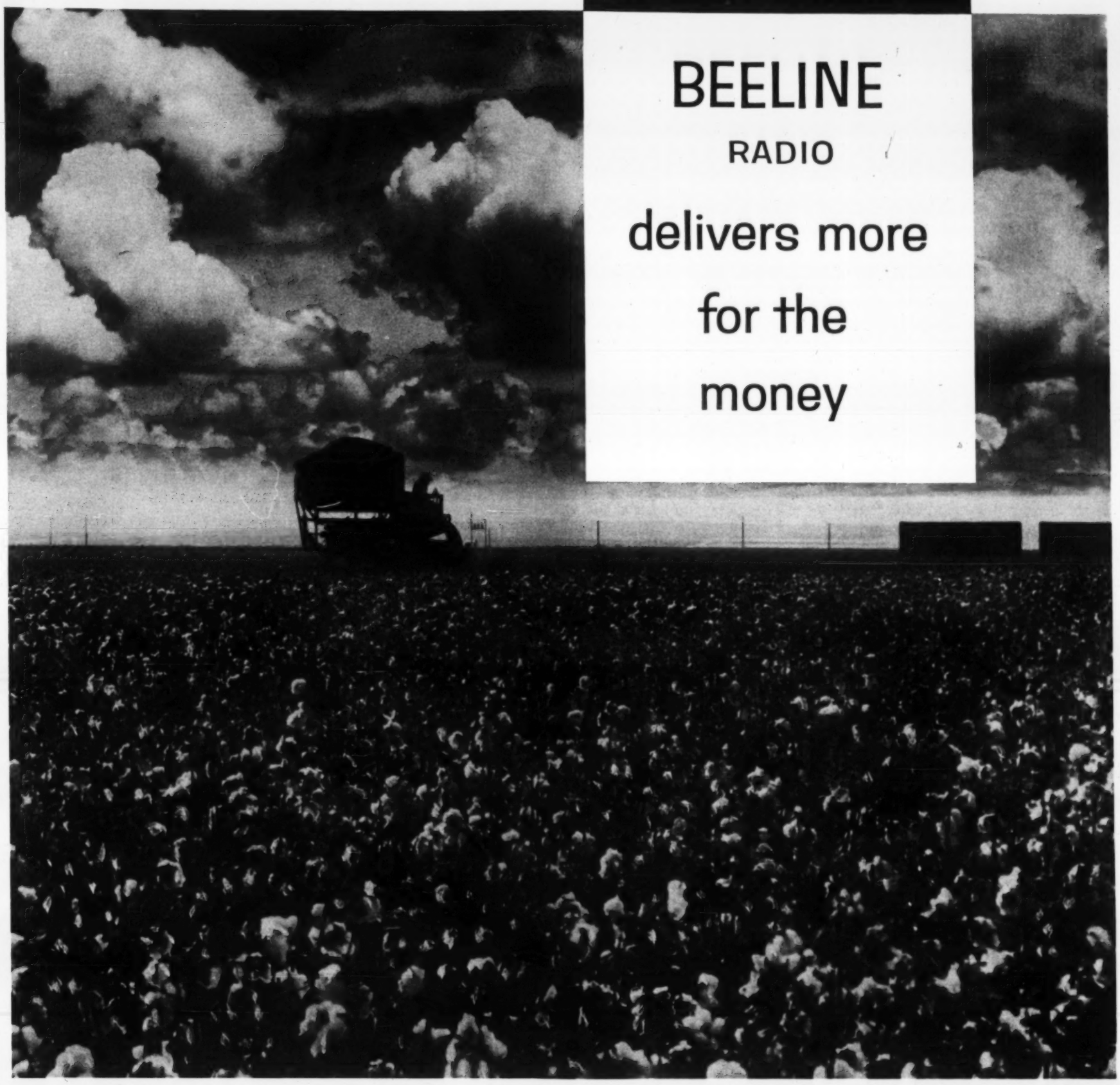
CANADIAN BUSINESS NEWSPAPERS

Look for this Maple Leaf in SRDS Canadian Edition Listings—
THE *BEST* CANADIAN BUSINESS PUBLICATIONS BEAR THIS EMBLEM

BNA

IN INLAND CALIFORNIA
(AND WESTERN NEVADA)

BEELINE
RADIO
delivers more for the money



Harvesting cotton in the fertile Central Valley of California

Kern and Fresno counties — covered in depth by Beeline radio — are the two top cotton producing counties in the United States.*

This is an area that produces big and spends big. Beeline radio makes your product part of this prosperous scene. In fact, throughout Inland California and Western Nevada, the Beeline stations deliver more radio homes than any other combination of stations — and at the lowest cost per thousand. (Nielsen, SR&D)

**Source: 1959 Bureau of Census*

McClatchy Broadcasting Company

SACRAMENTO, CALIFORNIA

PAUL H. RAYMER CO., NATIONAL REPRESENTATIVE

Now... BUY A KING SIZE MARKET!
ONE LOW RATE BUYS BOTH
TWO SEPARATE NEWSPAPERS
Each Month for 6 Consecutive Months
EL PASO
has been in the top 20 cities of the nation in Total Building Permits.
Total 6 months 1961 $44,478,711
Gain $21,032,739 over 1960
The El Paso Times
Morning and Sunday
El Paso Herald-Post
Evening
COMBINED CIRCULATION 107,206
EL PASO . . . CAPITAL CITY OF
THE FABULOUS SOUTHWEST

Libraries Assn. Elects

New York Advertising Group of Special Libraries Assn. has elected Mrs. Doris B. Katz, market research librarian, National Broadcasting Co., chairman. Also elected are Mrs. Beth Atkins, librarian, J. M. Mathes Inc., vice-chairman; and Margaret Campbell, librarian, Sullivan, Stauffer, Colwell & Bayles, secretary-treasurer.

Whitehead Named Publisher

Lewis D. Whitehead has been named publisher and president of Sun Publishing Co., Brandon, Man. He succeeds his father, the late E. C. Whitehead, who died July 5. Lewis Whitehead was formerly editor of the *Brandon Sun*.

Lake Joins Franklin

Clyde D. Lake, formerly account executive of Graves & Associates, Minneapolis agency, has been appointed sales promotion and advertising manager of Franklin Creamery, Minneapolis.

COKE PLUS BURGER—*Coca-Cola Co. will provide retailers with point of sale pieces like this for its new "Coke and Burger" promotion.*

Coca-Cola to Launch Coke and Burger Push in September

ATLANTA, Aug. 8—Coca-Cola Co., for the second year in succession, will launch a "Coke and Burger" promotion. The push starts in September and will run through December.

Full-color, large-space ads are scheduled in *Good Housekeeping*, *Life*, *Look*, *National Geographic Magazine*, *The New Yorker*, *Reader's Digest*, and *The Saturday Evening Post*. The promotion also will be featured on the "Ozzie & Harriet" television show, on outdoor posters throughout the U. S., and on illuminated photomurals in transportation centers. New point of sale material will go to retailers.

■ Coca-Cola estimated that 7.5 billion burgers were sold in the U. S. last year, and pointed out that the burger is the top dollar item in most food and fountain operations and it is ordered with fountain Coke more often than any other food item.

McCann-Erickson, New York, is the agency. #

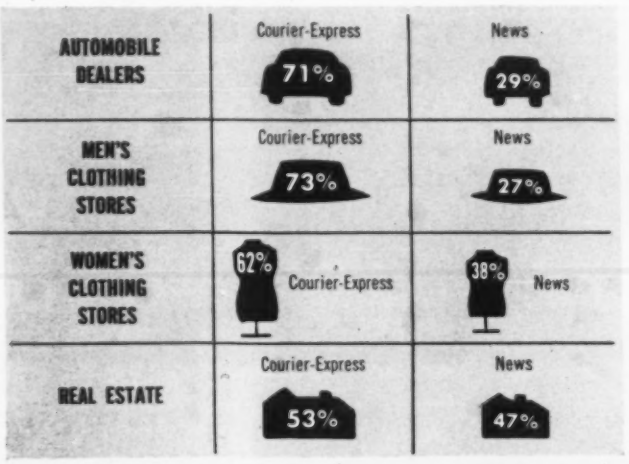
McGraw-Hill Boosts Jensen

David G. Jensen, who has been with McGraw-Hill Publishing Co. since 1951, has been named district manager of *Business Week*, Philadelphia. He replaces James T. Hauptli, who was recently appointed advertising sales manager of *Electronics*. Mr. Jensen formerly was district manager of *Engineering News-Record*, Philadelphia.

"SELL ME IN THE MORNING," says BUFFALO

If you want to sell the families in Buffalo and Western New York, sell them in the morning with campaigns in the Buffalo Courier-Express. The Courier-Express is the paper the whole family "shops."

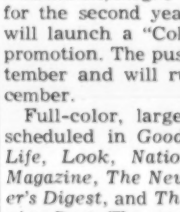
Local Buffalo advertisers — the men who know this market best — place the bulk of their advertising dollars in the Courier-Express. Here are the weekday linage figures that prove it:



Source: Media Records

ROP COLOR
7 DAYS
Represented Nationally by:
NEWSPAPER MARKETING ASSOCIATES
NEW YORK, CHICAGO, PHILADELPHIA, DETROIT, LOS ANGELES, SAN FRANCISCO

Courier BUFFALO EXPRESS
WESTERN NEW YORK'S GREATEST NEWSPAPER



DUKANE
FLIP-TOP
PROJECTOR

A professional salesman in a 13-lb. package . . . makes every neophyte a "pro" and doubles the effectiveness of experienced salesmen. Just open it up and plug it in—the "FLIP-TOP" presents your sales message without slip-ups or omissions . . . complete with sight and sound. See and hear the "FLIP-TOP" demonstrated at your desk. Learn how sight and sound will increase your sales! Write to:

DuKane CORPORATION
Dept. AA-81 • ST. CHARLES, ILL.

A lithographed reproduction of this wood engraving by Boston's George Lockwood, size 7½" x 11", is available when requested on your business letterhead.

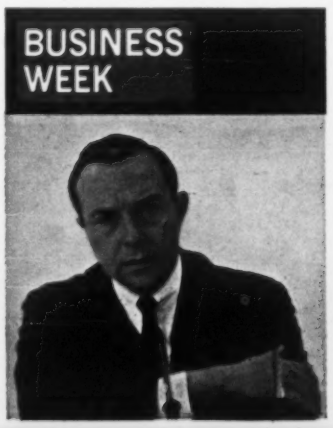
6/25

George Lockwood 1961

Boston... Historic City of Ideas

Boston...paragon of education, hub of science, dynamo of industry. Who puts the ideas into practice? Companies like Raytheon (417 Business Week subscribers), First National Bank (147), United Shoe Machinery (127), John Hancock Mutual (117), Gillette (76).

In Boston...and everywhere in business America . . . the men who manage companies read Business Week. You advertise in Business Week when you want to influence management men.



A McGraw-Hill Magazine • 330 West 42nd Street, New York 36, N. Y.

The Pattern of Growth

We, as a nation, are committed to growth. It is the source of our national aspiration, our energy, our eternal dissatisfaction with the present.

Growth is not a process in which all men and all companies move ahead uniformly. It is primarily the result of individual effort to find a better way.

It is in finding a better way to do a job, to make a product, to improve a method, that individual growth is achieved—and the desire to grow implanted in others.

The growth of Cahners Publishing Company,

Cahners Publishing Company, Inc.

CAHNERS

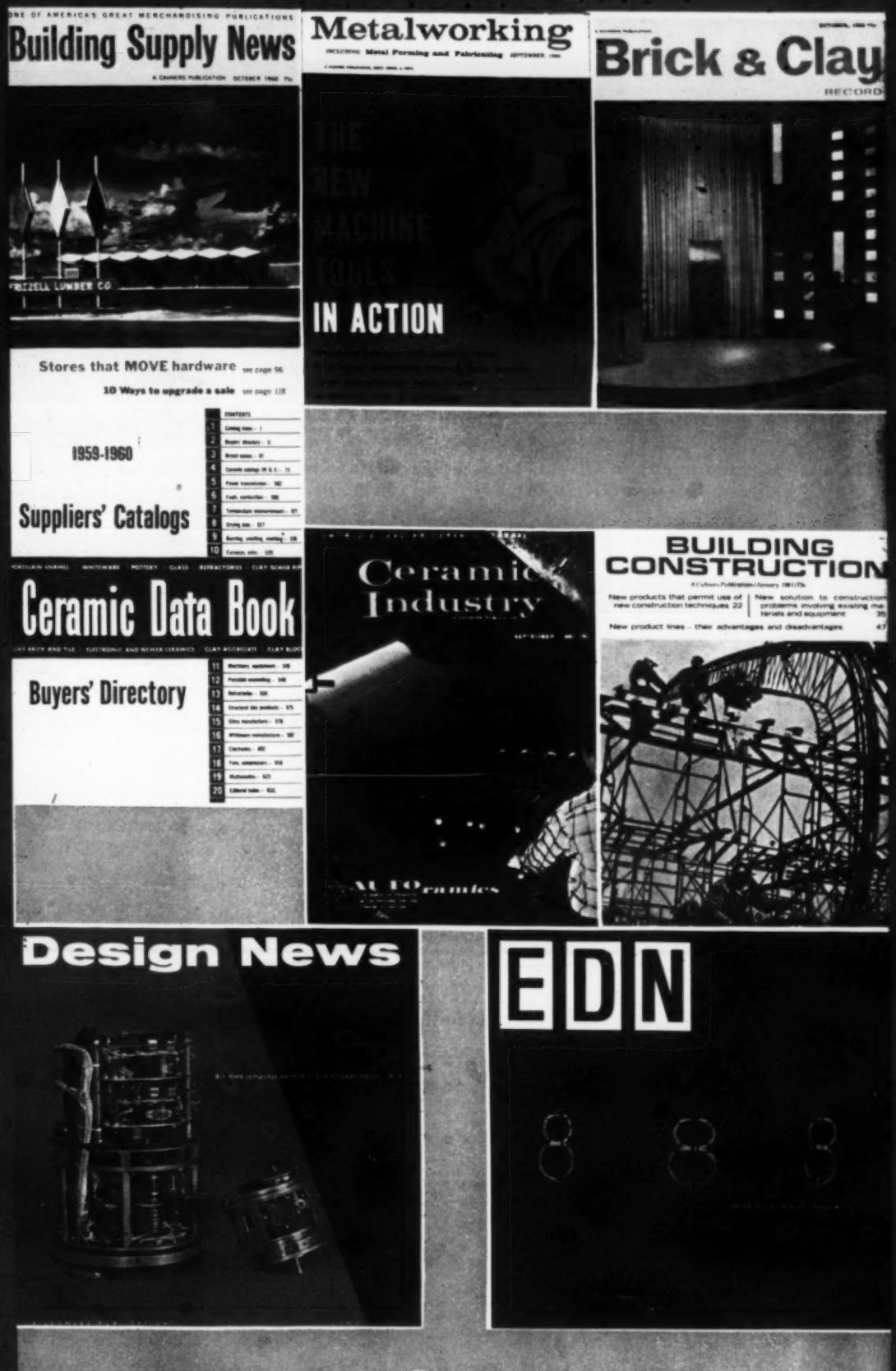
PUBLISHING

now the fourth largest industrial publisher in the nation, is part of the broad reaching upward of all America. It is even more the product of the more than 500 Cahners people, striving constantly to improve their publications. Their efforts make the Cahners publications of greater and greater service and value to readers and advertisers, and help stimulate *their* growth.

If your company's need is for growth, you can confidently entrust your dollars to people who are committed to excellence as the keystone of personal and national growth.

Cahners Building, Boston 16, Mass.

14 OFFICES CONVENIENTLY LOCATED TO SERVE INDUSTRY



Woody says: Start sales rolling in Central Illinois with

RED CARPET* ADVERTISING

*Red Carpet Advertising? It's product moving advertising plus down-to-earth local merchandising. Here's how it works: 1. We send direct mail to retailers inviting local tie-in ads. 2. We follow up with personal calls. 3. We send you a written report. Mail your ad or come in person, the "Red Carpet" is out. Combine this hard-hitting plan with a $233,000,000 market in Illinois' 7-richest counties; incomes 20% above average; balanced industry, farm, education. It's the ideal market right in the heart of the golden Central Illinois corn belt.

R.O.P. Spot Color--plus Full Color (black and 1, 2, or 3 colors Daily and Sunday)

BLOOMINGTON-NORMAL, ILLINOIS **Pantagraph**

Represented by: Ward-Griffith Co., Inc.

MacDonald Buys Happiness

E. F. MacDonald Co., Dayton, has purchased Happiness Tours, Chicago, which refers to itself as the largest independent tour operator in the U.S. The MacDonald company plans to offer Happiness Tours as travel incentive awards to its clients. For the first time, Happiness Tours will offer European, Mediterranean and "round the world trips" to the public.

Gordon Retires from Lockwood

Arthur E. Gordon has retired as vp of Lockwood Trade Journal Co., New York, and as business manager of *Paper Trade Journal* after 33 years with the company. Frederick E. Winkler, formerly secretary, succeeds him as vp.

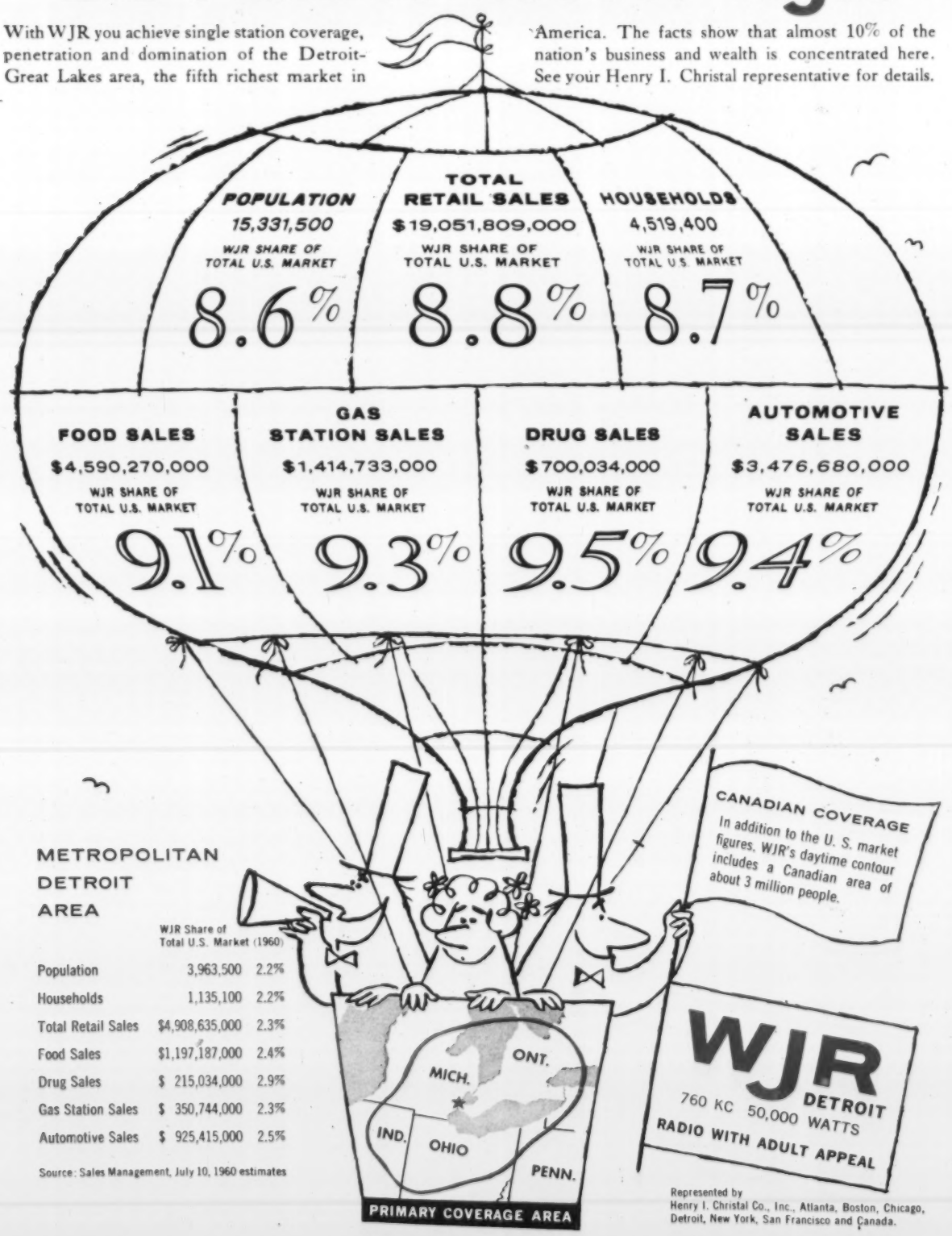
'Herald-Banner' Is A.M. Daily

The *Herald-Banner*, Greenville, Tex., has become a morning daily. The newspaper previously was printed five afternoons a week and Sunday mornings.

5th market in America . . . and going up!

COVER IT WITH WJR

With WJR you achieve single station coverage, penetration and domination of the Detroit-Great Lakes area, the fifth richest market in America. The facts show that almost 10% of the nation's business and wealth is concentrated here. See your Henry I. Christal representative for details.



METROPOLITAN DETROIT AREA

	WJR Share of Total U.S. Market (1960)	
Population	3,963,500	2.2%
Households	1,135,100	2.2%
Total Retail Sales	$4,908,635,000	2.3%
Food Sales	$1,197,187,000	2.4%
Drug Sales	$ 215,034,000	2.9%
Gas Station Sales	$ 350,744,000	2.3%
Automotive Sales	$ 925,415,000	2.5%

Source: Sales Management, July 10, 1960 estimates

Represented by Henry I. Christal Co., Inc., Atlanta, Boston, Chicago, Detroit, New York, San Francisco and Canada.

Earle Anthony, 80, Radio Pioneer, Gas Station Creator, Dies

SAN FRANCISCO, Aug. 8—Earle C. Anthony, 80, pioneer radio figure and the man credited with starting the gasoline station, died in St. Luke's Hospital Aug. 6.

Twice president of National Assn. of Broadcasters, he founded KFI, Los Angeles radio station, in 1922. He was president and owner of the station at his death.

Mr. Anthony also founded KECA, Los Angeles, in 1929. Its call letters represented three generations of the Anthony family. He sold the radio station to American Broadcasting Co. in 1944; the network relabeled it KABC.

■ Mr. Anthony took credit for the gasoline station concept when he put a canopy over pumps on a corner site in Los Angeles. This met the requirement that only "garages" sell gasoline. The stations he started were later sold to Standard Oil Co. (California).

EDWIN W. HOFFMAN

VERONA, N. J., Aug. 8—Edwin Willis Hoffman Sr., 66, district manager of Thomas Publishing Co., New York, died of cancer in Mountainside Hospital, Glen Ridge, on Saturday.

Mr. Hoffman became associated with Thomas in 1918. Three years later he left to start a realty company in Louisville; in 1929 he returned to Thomas.

WARREN C. BRAINERD

NASHUA, N. H., Aug. 8—Warren C. Brainerd, 51, publisher of the *Nashua Telegraph*, died at his home Saturday.

Mr. Brainerd joined the *Telegraph* as assistant publisher last year after 27 years with the *News*, Southington, Conn. He was named publisher last fall.

Schalk Rejoins Caldwell

Robert C. Schalk has rejoined Caldwell, Larkin & Sidener-Van Riper, Indianapolis, as a senior copywriter. Mr. Schalk has been with Gray & Rogers, Philadelphia, for the past four years; he worked for Caldwell, Larkin from 1951 through 1957.

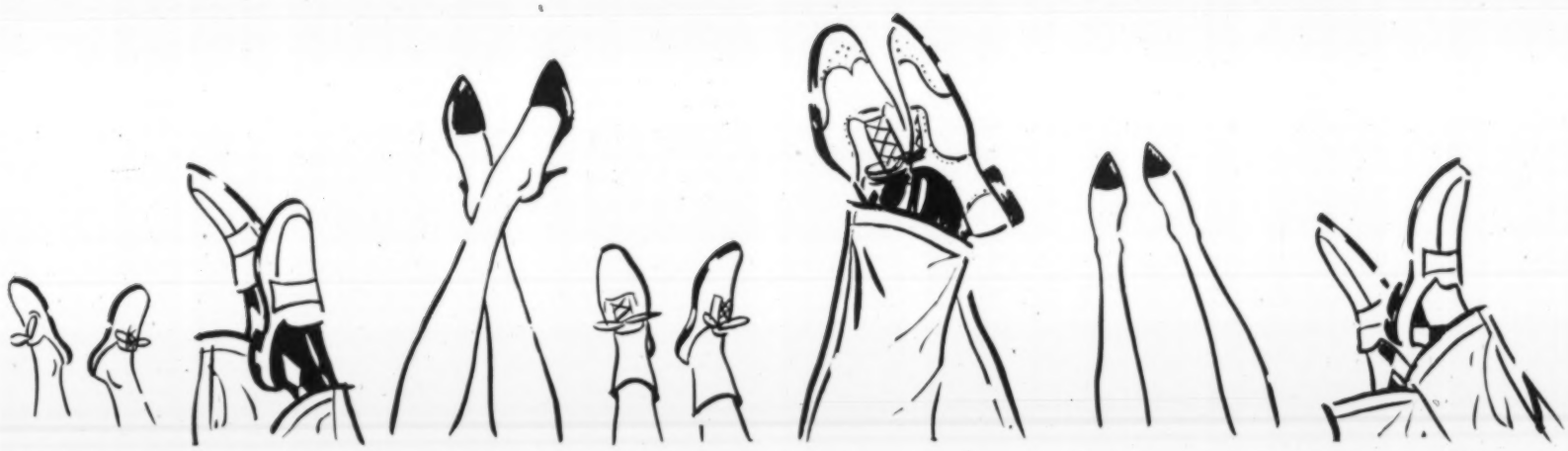
NOW BACON'S CLIPS NEWSPAPERS offers expanded coverage!

All the daily newspapers covering the nation's manufacturing and marketing areas. Now you can get accurate coverage of **both NEWSPAPERS and MAGAZINES** with **one** bureau — BACON'S, the national standard for reliable clipping service

Send for MARKET AREA MAP

Full details on BACON'S expanded coverage. Lists **every** magazine and newspaper we read. Map shows market areas covered by newspapers on our list. Send today for free copy.

BACON'S CLIPPING BUREAU
14 E. Jackson • Chicago 4
WA 2-8419



All Florida Magazine reaches more Florida TV Viewers than any other medium

The list goes on and on. Name ANY group . . . All Florida TV Week will deliver more of them than any other medium . . . bar none. All Florida reaches more than 710,000 families weekly . . . offering your sales message overwhelming penetration of the BOOMING Florida market. And what a market this is!

Since 1950 its population has increased 73.6% to over 4.8 million. Employment has doubled. Buying power has risen 129%. Nine of Florida's counties are among the nation's leaders in food sales, population and total retail sales . . . and seven of these are All Florida counties. If you want to sell Floridians . . . statewide or in specific areas . . . reach them through All Florida TV Week Magazine. Get the full story from your Kelly-Smith Representative today.

P.S. Speaking of TV Viewers, your TV message will get double mileage *in print* through All Florida's TV Week pages. It hits the Florida television audience seven days weekly as they look up daily TV program schedules.

allFlorida

TV WEEK MAGAZINE

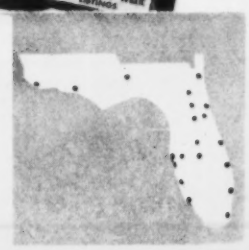
The Sunday Supplement reaching more Floridians than any other Medium!

Represented nationally by KELLY-SMITH COMPANY

ATLANTA — 1627 Peachtree Street, BOSTON — Parker House Office Building, CHICAGO — 230 North Michigan Avenue, DETROIT — New Center Building, LOS ANGELES — 5225 Wilshire Boulevard, MIAMI — 121 Southeast 1st Street, NEW YORK — 750 Third Avenue, PHILADELPHIA — Philadelphia National Bank Building, SAN FRANCISCO — 235 Montgomery Street, SYRACUSE — 472 South Salina Street.

Distributed in 19 Newspapers

DAYTONA BEACH Sunday News-Journal, DELAND Sun News, FORT MYERS News-Press, FT. PIERCE News-Tribune, GAINESVILLE Daily Sun, JACKSONVILLE Florida Times-Union, LAKELAND Ledger, LEESBURG Daily Commercial, MELBOURNE Times, MIAMI News, OCALA Star Banner, PALM BEACH Post-Times, PANAMA CITY News-Herald, PENSACOLA News-Journal, SARASOTA Herald-Tribune, ST. PETERSBURG Independent, TALLAHASSEE Democrat, TAMPA Times, WINTER HAVEN Daily-News Chief.



ABC Will Offer Other Networks Rivalry in Specs

(Continued from Page 3)
like for fall. Dates and time periods have not been announced for most of the NBC specs, including the 40 one-hour news and information documentaries to be aired in prime time.

ABC and Bell & Howell

Four advertising names—one of which is spreading its business over three networks—make ABC, which used to concentrate on bread-and-butter regular shows, potentially a strong competitor for specials' audiences. Bell & Howell switched from CBS to ABC in the 1960-'61 season, and will be back for a second year with 16 "Close-Up" public affairs telecasts. Timex, and NBC and CBS special buyer in other seasons, is scheduled to present six musical-variety-comedy shows on ABC. Westinghouse is set for six specs ranging from ballet ("Nutcracker Suite") to Broadway ("Destry Rides Again"). And Ernie Kovacs, Consolidated Cigar's favorite funnyman, will be seen on an irregular schedule starting in the fall.

■ Using this kind of tv for the first time will be Mars candy, with an original musical booked; Motorola, a co-sponsor for one of Bing Crosby's rare appearances on video; and Chun King, which has decided that if Stan Freberg can be so funny in a brief commercial, he should be given a little more time, say an hour.

One ABC special, "Counter Intelligence Corps," has been sold to several participating advertisers. This story of an alleged Nazi plot to assassinate the three World War II allied leaders will be televised in two parts. Here the network undoubtedly is hoping that tv history will repeat; "The Untouchables," another Desilu film tested first as a two-parter, later was converted into a high-rating weekly series.

CBS & Westinghouse

The most promising series of specials on CBS seems to be the Westinghouse-sponsored original dramas. Veteran Gordon Duff will produce these shows. The first of seven—"The Dispossessed"—will tell the story of the American Indian's struggle, from what sounds like his side for a change.

Returnees will include Jack Benny—a regular as well as a special entertainer—who will front an hour for Sara Lee and Motorola; Danny Kaye, again for General Motors; and Victor Borge, a repeater for Pontiac, who last year was carried on ABC. Judy Garland is booked for a rare tv date with Dow Chemical in February.

■ In terms of number of shows scheduled Shell Oil Co. leads the CBS list with 15. This company will be back for a second year with four young people's philharmonic concerts, starting in January. It also will present 11 Sunday afternoon golf shows. This is for an institutional campaign, placed by K&E.

CBS plans no specials in color at this point.

Revlon, which last season carried two Harry Belafonte specs on CBS and a Debbie Reynolds program on ABC, this week announced that all its tv money has been shifted from specials to regulars. A contract for future appearances by Mr. Belafonte was settled.

Last spring Revlon moved in as co-sponsor of Alfred Hitchcock and "Wagon Train" on NBC. This fall it will be a co-backer of Ed Sullivan and "Checkmate" on CBS.

■ Explained Ted Bergmann, Revlon's ad vp: "We regret the loss of Mr. Belafonte's considerable talents, but our revised requirements made regular continuation of sponsorship of special programs inappropriate. We expect to utilize weekly programs, except as special promotions dictate otherwise."

NBC and Color Shows

Color is an extra added attraction for specs at NBC, just as it was in the days when Pat Weaver discovered them. Among the shows that probably will be colorcast: Westinghouse's news and entertainment packages; Hallmark's "Macbeth" rerun and "Victoria Regina" (three or four more Hallmark's may be added later); the "Dinah Shore Show"; the AT&T programs; and "Theater 61."

■ A major newcomer to this network's lineup of special sponsors is American Gas Assn., sponsor of the monthly "Theater 61" series. This will be live remakes of some of the biggest David Selznick movies, kicking off with "The Spiral Staircase."

Much of the promotional play at NBC goes to its news and public affairs sparklers. Sponsored or not, 40 such shows have been promised for prime time bookings. Purex Corp. continues as a big backer of what the uplift program boys call "blue ribbon" programming. Still convinced that women can think, too, even in the daytime, Purex will keep offering an occasional daylight special built around problems of peculiar concern to the ladies.

Latest chunk of specials business at NBC came from Elgin National Watch Co., which this week signed for three one-hour news productions, to be seen in November and December. These will be built around Americans in action overseas. One program, perhaps the first, will deal with the Peace Corps. Another will cover U.S. military bases. The third will spotlight the hospital ship Hope.

The evening Purex dollars will go to personality vignettes—"The World of Bob Hope," "The World of Billy Graham," etc.—and to news and public affairs documentaries. Gulf Oil's contract to carry major news specials—as the news breaks—runs through the end of the year. #

Sponsored Network TV Specials for 1961-'62 Season

(as of Aug. 8)

ABC

Date		Program	Sponsor	Agency
Sept.	13	Connie Francis Show	Beecham Products	Kenyon & Eckhardt
	19	Close-Up!	Bell & Howell	McCann-Erickson
	23	Counter Intelligence Corps Film	Armour	SSC&B
			Maytag	Leo Burnett
			Metrecal	Kenyon & Eckhardt
			North American Phillips	C. J. LaRoche
			Simoniz	D-F-S
			Union Carbide	William Esty Co.
	21	Ernie Kovacs Show	Consolidated Cigar	EWRR
	30	Counter Intelligence Corps Film Part II	Same as above	Same as above
Oct.	3	World Series Special	Union Carbide	Esty
	19	Feathertop	Mars	Needham, Louis
	25	Accent on Youth	Timex	Warwick & Legler
	28	Ernie Kovacs	Consolidated Cigar	EWRR
	31	Close-Up!	Bell & Howell	McCann
Nov.	14	Close-Up!	Bell & Howell	McCann
	21	Old-Fashioned Thanksgiving	Westinghouse	McCann
	23	Close-Up!	Bell & Howell	McCann
	24	Ernie Kovacs	Consolidated Cigar	EWRR
	28	Close-Up!	Bell & Howell	McCann
	30	Lido de Paris	Timex	Warwick & Legler
Dec.	5	Close-Up!	Bell & Howell	McCann
	10	Close-Up!	Bell & Howell	McCann
	11	Bing Crosby Show	Timex	Warwick & Legler
			Motorola	Leo Burnett
	12	Ernie Kovacs	Consolidated Cigar	EWRR
	13	Close-Up!	Bell & Howell	McCann
	23	Nutcracker Suite	Westinghouse	McCann
Jan. 1, '62		Orange Bowl Game	Buick	McCann
			United Motors Service	Campbell-Ewald
			R. J. Reynolds Tobacco	Esty
	23	Ernie Kovacs	Consolidated Cigar	EWRR
	30	Close-Up!	Bell & Howell	McCann
Feb.	4	Chun King Chow Mein Hour	Chun King	BBDO
	20	Ernie Kovacs	Consolidated Cigar	EWRR
	23	Winter Carnival	Westinghouse	McCann
March	16	Meredith Willson Show	Westinghouse	McCann
	20	Ernie Kovacs	Consolidated Cigar	EWRR
	26	Bing Crosby Show	Timex	Warwick & Legler
	27	Close-Up!	Bell & Howell	McCann
April	6	Accent on Comedy	Timex	Warwick & Legler
	9	Oscar Awards	Procter & Gamble	Grey Advertising
	10	Close-Up!	Bell & Howell	McCann
	17	Close-Up!	Bell & Howell	McCann
	24	Close-Up!	Bell & Howell	McCann
May	6	Accent on Broadway	Timex	Warwick & Legler
	15	Close-Up!	Bell & Howell	McCann
	22	Close-Up!	Bell & Howell	McCann
	29	Destry Rides Again	Westinghouse	McCann
June	12	Close-Up!	Bell & Howell	McCann
Sept.	9	Unselected	Westinghouse	McCann

CBS

Date		Program	Sponsor	Agency
Sept.	9	Miss America Pageant	Toni	North
			Philco	BBDO
			Pepsi	BBDO
			Oldsmobile	D. P. Brother
	18	Alan King Show	General Foods	Benton & Bowles
	27	Victor Borge Show	Pontiac	MacManus, John & Adams
	27	Carnegie Hall Salutes Jack Benny	Sara Lee	Cunningham & Walsh
			Motorola	Burnett
Oct.	24	The Dispossessed	Westinghouse	McCann
Nov.	3	Chevy Special* with Red Skelton	Chevrolet	Campbell-Ewald
	6	Danny Kaye	General Motors	MacManus, John
Dec.	8	Westinghouse Drama	Westinghouse	McCann
	10	Wizard of Oz	General Foods, one half	B&B
	16	Blue Bonnet Bowl	United Motors Service	Campbell-Ewald
			Carter Products	SSC&B
	30	'Gator Bowl	United Motors Service	Campbell-Ewald
			Carter Products	SSC&B
Jan. 1, '62		Cotton Bowl	United Motors Service	Campbell-Ewald
			Carter Products	SSC&B
	6	National Football League playoff bowl	Ford	K&E
			Philip Morris	Burnett
	7	Wonderful World of Golf (first of 11-part series)	Shell Oil	K&E
	12	The Good Years	Westinghouse	McCann
To be announced		Young People's Concert (first of four)	Shell Oil	K&E
Feb.	3	Westinghouse Drama	Westinghouse	McCann
	11	Miss Showbusiness with Judy Garland	Dow Chemical	MacManus, John & Adams
April	17	Westinghouse Drama	Westinghouse	McCann
July	19	Westinghouse Drama	Westinghouse	McCann
Sept.	20	Westinghouse Drama	Westinghouse	McCann

* Tentative, depending on whether Red Skelton is available for this spec.

NBC

Date		Program	Sponsor	Agency
(Most not set)		Two Huntley and two Brinkley news specials and one or two entertainment shows	Westinghouse	McCann
Sept.	29	Telephone Hour (first of 16 alternate Friday night shows)	AT&T	N. W. Ayer
		World of Bob Hope, World of Billy Graham, and three other video biographies	Purex	Edward H. Weiss
		About seven other primetime hours.	Purex	Weiss
		Six daytime documentaries	Purex	Weiss
Oct.	4	"Spiral Staircase," first of monthly "Theater 61" series	American Gas Assn.	Lennen & Newell
Oct.	6	Dinah Shore Show (first of 10 Friday night programs)	American Dairy S&H Green Stamps	Campbell-Mithun SSC&B
		Threshold, three 90-minute programs on science	AT&T	N. W. Ayer
Oct.	20	Macbeth rerun	Hallmark	Foote, Cone & Belding
Nov.	28	News special probably on Peace Corps	Elgin National Watch Co.	McCann-Erickson
Nov.	30	Victoria Regina	Hallmark	FC&B
When the news breaks, through December		Gulf instant news specials	Gulf Oil	Young & Rubicam
Dec.	7	News special on Americans overseas	Elgin	McCann
Dec.	15	News special on Americans overseas	Elgin	McCann
December, before Christmas		"The Coming of Christ"	U.S. Steel	BBDO
April 18, '62		"He Is Risen"	U.S. Steel	BBDO

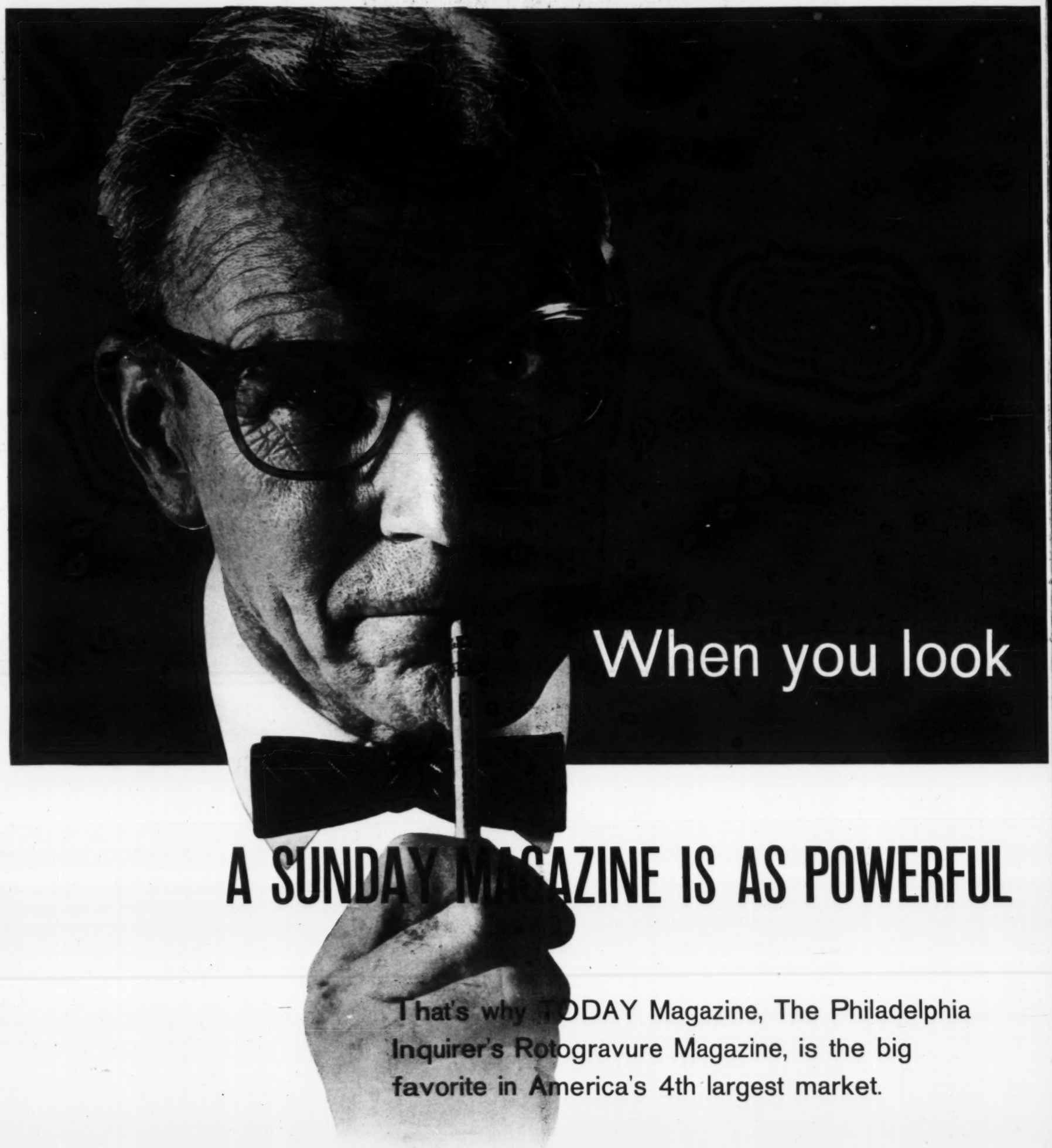
NOTE: These charts contain information available at press time. They are not complete. Dates, titles, etc., are subject to the day-to-day changes that are to be expected in tv programming.

A because Atlanta is different from Milwaukee . . .

and because people are different in different markets . . . Storer programming is different! We put together a flexible format to fit the needs of the community . . . making it local in every respect. That's why Storer Stations are liked, watched and listened to—why they rate high in the 9 key markets where they are located*. Local programming—quality-controlled—assures you the best is being presented. You know you've made the right buy when you buy a Storer Station. Storer representatives have up-to-the-minute availabilities at their fingertips. ***Important Stations in Important Markets.***

**WITI-TV now leads in prime time.*

LOS ANGELES KGBS	PHILADELPHIA WIBG	CLEVELAND WJW	WHEELING WWVA	TOLEDO WSPD	DETROIT WJBK	STORER BROADCASTING COMPANY
MIAMI WGBS	MILWAUKEE WITI-TV	CLEVELAND WJW-TV	ATLANTA WAGA-TV	TOLEDO WSPD-TV	DETROIT WJBK-TV	



A SUNDAY MAGAZINE IS AS POWERFUL

That's why TODAY Magazine, The Philadelphia Inquirer's Rotogravure Magazine, is the big favorite in America's 4th largest market.

at all the facts, it's clear that:

AS THE NEWSPAPER IN WHICH IT APPEARS!

BIG AD VOLUME

The Sunday Inquirer totaled 17,602,740 lines in 1960 . . . more than doubling The Sunday Bulletin . . .

TODAY Magazine carried 212 color pages for department stores in 1960!

TODAY Magazine is first in classified mail-order advertising among ALL newspaper magazines in America!

Food and grocery advertisers placed 457 pages in TODAY Magazine in 1960.

1960 total advertising for TODAY Magazine: 1582 pages.

BIG COVERAGE

TODAY covers 53% of the families living in Delaware Valley, U.S.A., the nation's 4th largest market . . .

TODAY's circulation: 1,022,262; 2nd paper: 712,956 (ABC).

TODAY reaches the biggest newspaper audience in the 60-county Third Federal Reserve District.

BIG DECISION

When the facts and figures are in, there is only one conclusion: TODAY is the BIG BUY in Gravure Magazines in Delaware Valley, U.S.A.

TODAY... The Philadelphia Inquirer Sunday Rotogravure Magazine

Locally edited by men and women who know the men and women and children of Delaware Valley

AAW Trio Named to Board of AFA

Collier, Ostensoe, Ryan Named; Reciprocal Move by AAW Expected

SAN FRANCISCO, Aug. 8—The Advertising Assn. of the West and Advertising Federation of America got a step closer to what may be a consolidation under a single organizational banner last week, with the appointment of three AAW members to the AFA board.

According to an announcement by AAW, Lee Fondren, president, has appointed Charles W. Collier, exec vp of AAW; Richard Ryan, KLOK Radio, San Jose; and Donald Ostensoe, a pr man of Portland, to serve as "liaison members" on the AFA's board of directors. Messrs. Ryan and Ostensoe are past presidents of the western group.

At the same time, the AAW said, AFA is expected to name three of its members to act in the same capacity on the AAW board. #

Lincoln-Mercury Boosts Chase Morsey, Don Learned

Lincoln-Mercury division of Ford Motor Co. has promoted Chase Morsey Jr., formerly general marketing manager, to assistant general manager of the division, succeeding Walker A. Williams, who retired July 31 after 36 years

Chase Morsey Don Learned

with the company. In his new post Mr. Morsey will supervise directly the general marketing office—which includes advertising, sales promotion, marketing plans, sales analysis, training, parts and service—and the general sales office.

Succeeding Mr. Morsey as general marketing manager is Don R. Learned, who formerly was executive assistant to Ben D. Mills, vp and division general manager. Reporting to Mr. Morsey, Mr. Learned will head the general marketing office. Lincoln-Mercury last month named Herbert Fisher advertising and sales promotion manager (AA, July 10). He now will report to Mr. Learned.

Smith to Britannica Press

Carter Smith has been named manager of Britannica Press, a division of Encyclopaedia Britannica Inc., Chicago. He will supervise publications of Britannica Press. Mr. Smith formerly was an account supervisor of Interpublic Inc., Chicago.

Claude Robinson, Veteran Researcher, Is Dead at 61

NEW YORK, Aug. 8—Dr. Claude E. Robinson, 61, a pioneer in public opinion and advertising research, died here yesterday of hepatitis, which developed after a successful operation for cancer.

Claude Robinson

The son of a Portland, Ore., school teacher, Mr. Robinson was at his death chairman of the executive committee of Opinion Research Corp., Princeton, N.J., a company he founded in 1938. He also was board chairman of Gallup & Robinson, also of Princeton, a company he founded with Dr. George Gallup in 1948.

It was as operating head of Gallup & Robinson that Mr. Robinson became one of the best known researchers in the advertising field. His work was one of the major postwar influences in advertising copywriting.

■ Gallup & Robinson developed the "impact" measurement of print advertising effectiveness, posing it as a more reliable tool than the "read and noted" measurements of Daniel Starch. Many of the nation's leading advertisers and agencies became users of the Gallup & Robinson service. In a talk before the Assn. of National Advertisers in 1950, Mr. Robinson defined his "impact" measurements as follows:

"'Impact' is essentially a measure of the depth of impression which an advertisement makes on the mind of a reader. It was devised to show:

"1. The registration of the advertiser's name.

"2. The registration of his message.

"3. The acceptance of the advertiser's sales points or arguments.

"Under 'impact' methods of observation, the reader of a magazine is required to play back, with the magazine closed, the advertisement and the message in it. With this system of observation, it is possible to determine whether an advertiser's message actually has gone across."

Gallup & Robinson scores have been traditionally lower than the Starch recognition scores, and while they sometimes have been criticized for asking too much of the ad reader, they have been highly regarded as a measure of how deeply an advertising message has registered with the public.

■ Mr. Robinson was a frequent speaker at advertising meetings, crusading tirelessly against "claim and boast" advertising. His prescription for copywriters was to keep their ads terse and simple. Jumbled ads that "look like ads" fail to register, he warned on a number of occasions. He consistently advocated the selling of consumer benefits in advertising.

In a talk delivered in 1953, he said: "Advertising is always a swap. If the reader feels he gets something in exchange for his time and effort, okay. But if the time is used only for the benefit of the advertiser, the deal is off."

Mr. Robinson had an early interest in public opinion polling. He did his thesis at Columbia University on the *Literary Digest* Presidential poll of 1928. Entitled "Straw Votes," this was one of the earliest studies of sampling techniques.

■ After working as a statistician on Wall St., Mr. Robinson moved to Princeton in 1936 to join the Gallup company, the American Institute of Public Opinion. He had Mr. Gallup's blessings and aid in organizing Opinion Research Corp. two years later.

ORC made its mark in public attitude research, particularly on questions relating to business. Mr. Robinson was an early advocate of corporate image advertising by U.S. corporations and he helped many companies develop such programs through his research. ORC publishes "Public Opinion Index for Industry," a monthly survey of public attitudes. Some 80 companies and associations now buy the survey.

Other activities of Mr. Robinson included Mirror of America, a research laboratory in Hopewell, N.J.; Princeton Research Park, a 70-acre real estate development designed to house advanced research facilities of U.S. companies; and the Princeton Panel, a center for the study of the principles of American capitalism.

During the 1960 Presidential campaign, Mr. Robinson served as research adviser to former Vice-President Richard M. Nixon. #

Burns Names O'Connor

John D. (Pete) O'Connor has been named vp in charge of sales and marketing of the William J. Burns International Detective Agency, New York, a new post. Previously, Mr. O'Connor was national sales manager.

School Product News

by the men who buy and

announcing

School Product News

the product information magazine to cover the total school market at low cost

Brief facts

first issue : January 1962
closing date : December 4, 1961
format : tabloid (11¼"x15¾")
frequency : monthly
circulation : 68,000 projected

Schools will spend $26,500,000,000 this year — and more next — in a struggle to make their facilities keep pace with their burgeoning responsibilities. Schools have built more classrooms in *each* of the last three years than there are today in the entire state of Ohio — a building rate sure to continue for at least the next eight years! Even this furious growth isn't enough to close the gap. The market for school buildings and everything it takes to equip, operate, and maintain them is growing at a tremendous rate. To buy at this rate, schools need product information. The interest is universal. It is the one editorial appeal common to executives in every type of school: public, private, sectarian, and in colleges and universities.

THE "BIG THREE" AUTO MANUFACTURERS ARE SOLD ON COLOR TV!

Why are the auto manufacturers sold on color TV? They know they can't afford not to be. Learn more about color TV now. W. E. Boss, Director, Color Television Coordination, RADIO CORPORATION OF AMERICA, 30 Rockefeller Center, New York 20, New York, Tel: CO 5-5900

U.S. 'Misunderstands' Recommendations of Canada Commission

TORONTO, Aug. 8—There has been a great deal of misunderstanding in the U.S. about the recommendations of the Royal Commission on Publications, according to C. J. Laurin, president of the Periodical Press Assn., an association of magazine publishers.

Mr. Laurin told ADVERTISING AGE that there are five major areas of misunderstanding of the commission's recommendations, which can't be acted upon until the Canadian parliament reconvenes Sept. 7. He said these misunderstandings are that:

1. *Time* and *Reader's Digest* would be "banned" from Canada.

2. The spending of Canadian advertising dollars in foreign media would be heavily penalized.

3. The entry of U.S. magazines into Canada would be restricted through tariffs, or banned.

4. The entry of U.S. periodicals into Canada would be restricted through high postal rates.

5. The press of Canada is unfavorable towards the report of the Royal Commission and its recommendations.

■ He cited the commission's statement in its report that it recommends "nothing which in any way might obstruct the entry to Canada of foreign periodicals not carrying Canadian advertising directed primarily at the Canadian market" and that its sole aim is "to prevent the placement of Canadian domestic advertising in foreign periodicals available in Canada and to discourage the use of second-hand editorial material as an enticement for advertising."

Returning to the five major areas of misunderstanding in the U.S., Mr. Laurin answered them as follows:

1. The commission has not recommended that *Time* and *Reader's Digest* be banned from Canada. "The normal U.S. domestic editions of *Time* and *Reader's Digest* will be as free to circulate in Canada as *Life*, *Newsweek* or any other domestic edition of a U.S. or other foreign periodical," he said. However, he said, if *Time* and *Reader's Digest* continue to publish editions which solicit domestic Canadian advertising addressed to Canadians, their advertisers would be penalized by the commission's recommendation that such advertising will not be allowed as a deduction from income for tax purposes.

2. Canadians will not be penalized for spending advertising dollars in foreign media.

"As direct examples," Mr. Laurin said, "a Toronto tv station could advertise in ADVERTISING AGE or Trans-Canada Air Lines could use *The New Yorker*, or any other foreign magazine, with no restriction whatever. In these cases the Canadian message is addressed to a foreign audience and obviously no penalty would be imposed.

"It is when foreign periodicals are used to carry Canadian advertising to the domestic Canadian market that the advertiser is penalized," he said.

3. The entry of U.S. periodicals will not be restricted through tariffs, nor will they be banned.

U.S and other foreign publications will be free to enter Canada as long as they do not contain domestic Canadian advertising, Mr. Laurin said.

He said the recommendation is designed to deal with split runs, regional editions and "so-called 'Canadian' sections" or ads which are aimed at Canada on behalf of Canadian distributors, outlets or subsidiaries.

As an example, he cited the case of U. S. business magazines which sell ads on the basis of their Canadian circulation.

4. Increases in Canadian postal rates are not aimed at restricting U.S. periodicals, Mr. Laurin maintained.

These new rates were not the outcome of the commission's recommendations, he said, but the result of postal deficits due to the vast number of U.S. publications the Canadian Post Office must carry by agreement with the U.S. He said the deficit which can be attributed to the handling of only those U.S. publications with audited circulations in Canada "is roughly double the total deficit that can be attributed to the Post Office handling all Canadian periodicals within our own country." He added that the new rate applies to periodicals shipped to the Canadian border and mailed in Canada, and that this combination still costs less than if the publisher mailed directly from the U.S.

5. As to the feeling that the Canadian press is unfavorable to the report, he gave the following statistics: To date, 55 daily newspapers have commented on the commission's recommendations; 36 have favored it, 19 opposed. Also, 35 weekly newspapers have commented, with 25 favorable, 10 against. This totals 61 for, 29 against. #

will deliver responsive readership specify for all kinds of schools

Biggest school market coverage—qualified by personal contact

Every worthwhile school buying unit will be covered: public, private, sectarian, industrial, association, and colleges and universities. To thorough analysis of the market, SCHOOL PRODUCT NEWS will apply Franchise-Paid Circulation* to identify the decision makers, make sure of their influence on purchases, and keep track of the men in key spots. Result: SCHOOL PRODUCT NEWS will deliver the broadest coverage of the school market, based on careful documentation of all buying units plus personal contact reader-qualification by Franchise-Paid Circulation.

Product information format puts advertising in a buying-action climate

School executives will look to SCHOOL PRODUCT NEWS for just one kind of information: facts to help them buy and specify. Each month they will find described and illustrated the latest in products, materials and services needed to build, equip, operate and maintain all types of schools. IPC's Distilled Writing techniques will produce clear, crisp editorial . . . What does it do? How does it work? How is it made? What does it cost? Readers will get the facts they need for basic product evaluation.

You get sales leads while they are hot

The fastest and most efficient sales lead service in the business press will process inquiries from SCHOOL PRODUCT NEWS readers. The automated reader service department, now serving all IPC magazines, produces a printed sales lead for each inquiry. Forms are printed in duplicate to simplify follow-up control. Prompt handling makes sure that inquiries in on Monday are out to advertisers by Wednesday at the latest.

May we supply a complete media file?

Plan now to be represented in the first issue—January 1962—
and every issue of School Product News

School Product News
IPC *An Industrial Publishing Corporation Magazine*
812 HURON ROAD • CLEVELAND 15, OHIO • NEW YORK • CHICAGO • LOS ANGELES • LONDON

Franchise Circulation is the registered service mark of The Industrial Publishing Corporation. Use of this registered term without specific permission is prohibited.

WTRF-TV STORY BOARD

T. R. EFFIC!

THE PRETTY YOUNG THING had convinced her ardent young man of her purity, and that way kept him somewhat in check. However, as they parted one night, he begged her for "just one good night kiss." "But I can't kiss you here in the hall," she replied, "Someone might see and what would they think?" "Then let's step into your room," he pursued. "My roommate would resent that," she assured. "Oh, now," he cajoled, "I'm sure your roommate wouldn't mind me taking just one sweet kiss from your chaste lips." "You're wrong there," she told him, "He's extremely jealous of me."

wtrf-tv Wheeling

SULTAN (at entrance to his harem): "A loaf of bread, a jug of wine and eenie, meenie, minie, moe. . ."

wtrf-tv Wheeling

HER HUSBAND refused to let her drive the family car. He rents one for her. Would you call it His and Hertz?

wtrf-tv Wheeling

CY ACKERMANN SEZ: "It's nice to be a gentleman but it's an awful handicap in a good argument!"

Wheeling wtrf-tv

BEATNIK SALAD RECIPE: Combine lettuce, tomatoes, cucumbers and green peppers. Add a dash of marijuana and the salad tosses itself.

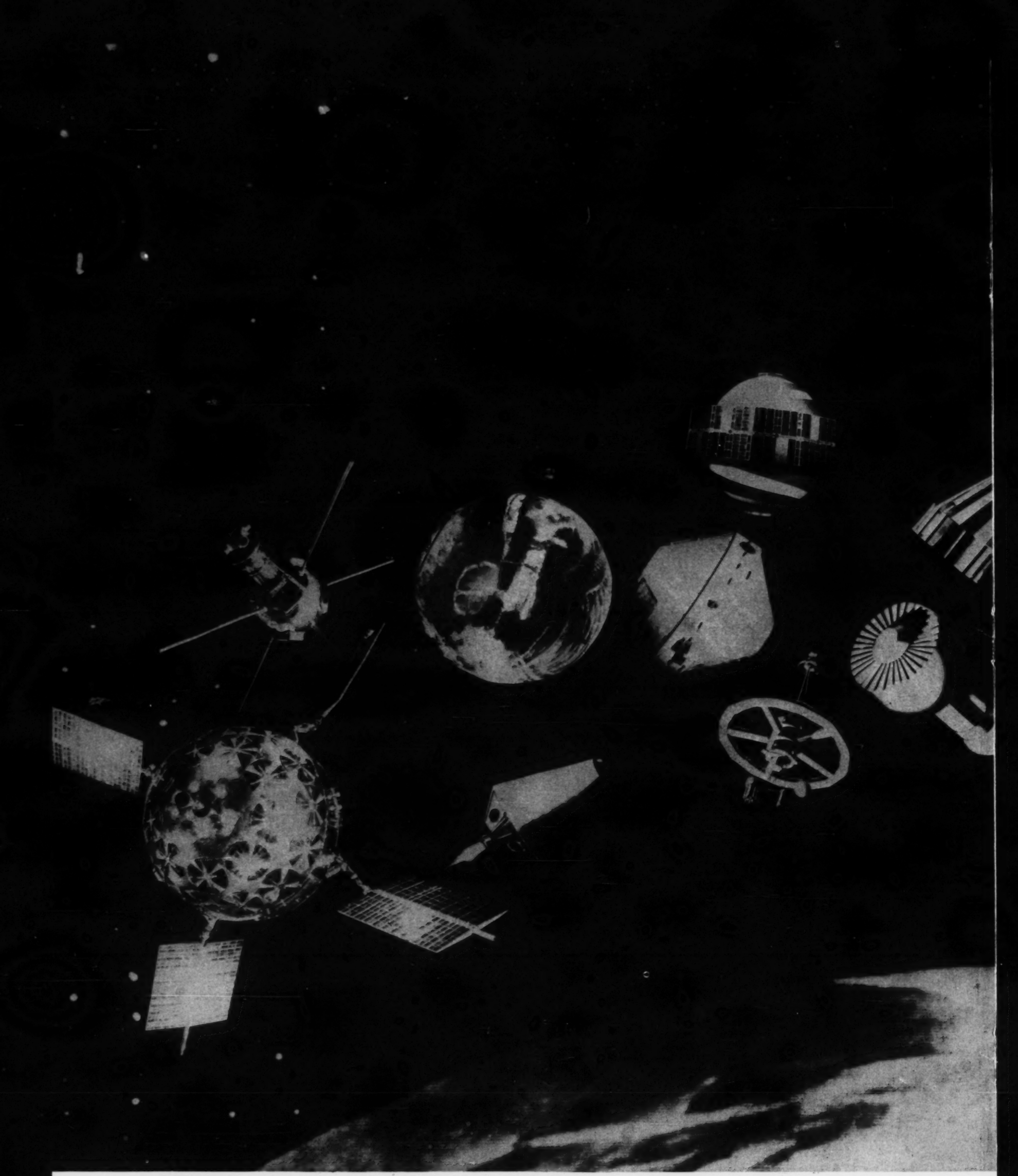
Wheeling wtrf-tv

FROM WHEELING, WTRF-TV sells for 7,500 retail outlets ringing up 1¾ billion dollars annually. Want your share of the big Wheeling TV Market? Just ask our National Rep George P. Hollingbery for all the specifics.

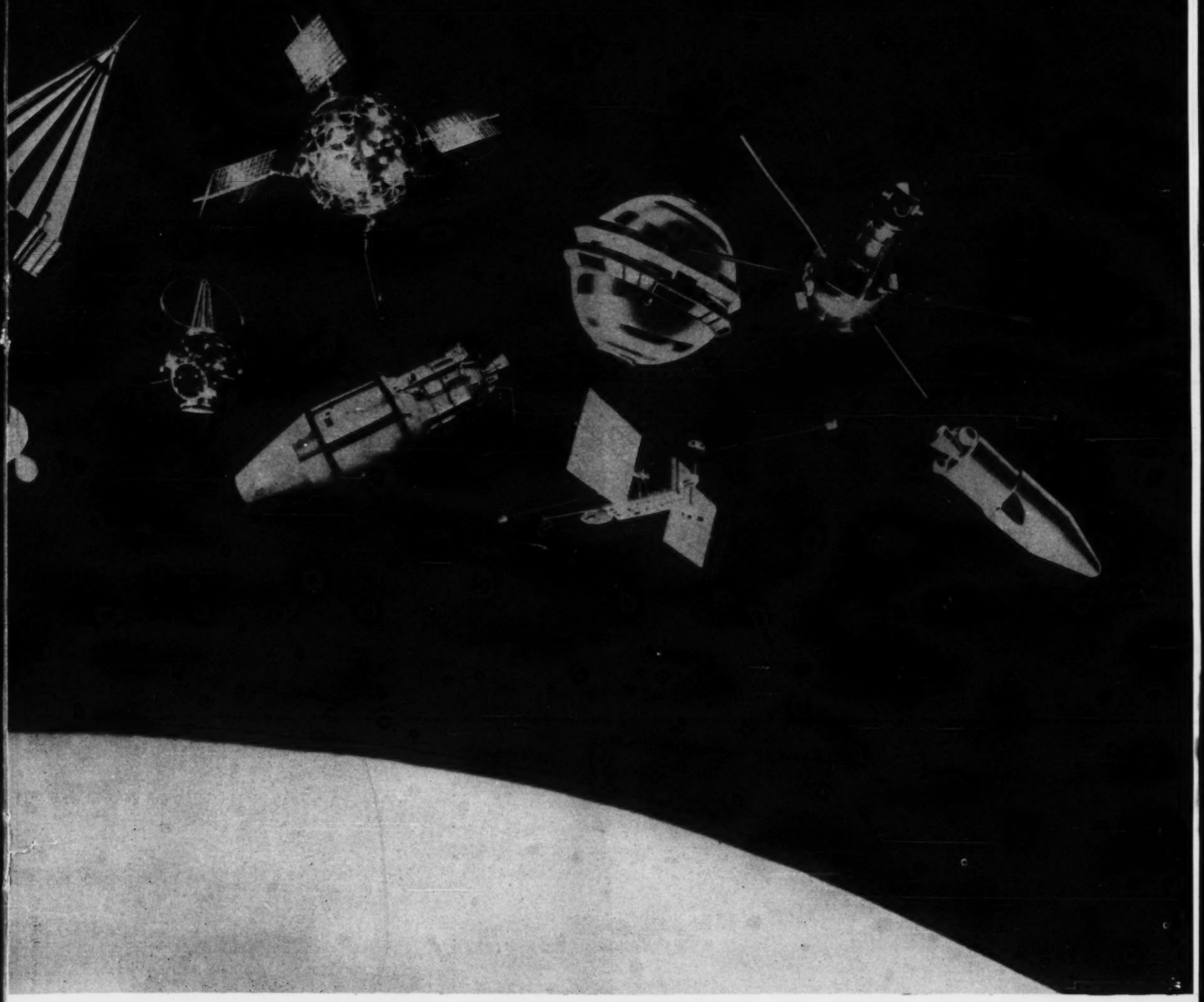
Wheeling wtrf-tv

HANGOVER a toot ache? Vice Versa a dirty poem?

CHANNEL SEVEN NBC WHEELING, WEST VIRGINIA



there is nothing harder to stop than a trend



Like the weather, ABC-TV continues hot in the run for summer ratings. Again places first where first place means most: in the competitive TV markets offering viewers a *three*-network programming choice. They choose . . . Nielsen tallies*. . . and the trend keeps right on trending.

ABC Television

*Source: Nielsen 24 Market TV Report, average audience, week ending July 23, 1961, all commercial programs originating between 6-11 PM (N.Y. time) Monday through Sunday.

FRED NILES OF HOLLYWOOD TAKES UNUSUAL APPROACH IN TV SPOTS FOR HUNT'S FOODS

Using low key photography, brilliant food close-ups and the intimate voice of actor George Macready, Fred Niles of Hollywood produced three sales appealing commercials for Hunt's Pork & Beans, through Young and Rubicam. Credits go to Y&R's Ed Reich, Ray Hunt, and Dick Rucker. Niles producer-director was Ed Morgan.

Fred A. Niles Communication Centers
Of Hollywood: 650 N. Bronson
Of Chicago: 1058 W. Washington

Conahay Absorbs Falconer Agency; PR Affiliate Set

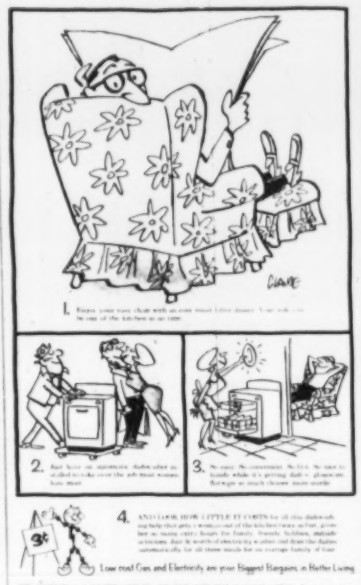
Two New York agencies, Robert Conahay Inc. and Arthur J. Falconer Inc., have merged. The expanded organization will continue under the Conahay name, and Mr. Conahay will serve as president. Arthur J. Falconer has been named senior vp. The agency reports billings in the neighborhood of $2,000,000.

Along with the merger, a public relations department was set up under the name of White & Bauer Associates. The principals are Tom White, formerly a vp of the Conahay staff, and Alan Bauer, formerly a vp with Falconer. Both will be vps of White & Bauer.

Exercycle Names Lynn Baker

Exercycle Corp., New York, manufacturer of exercising machines, has switched its advertising account from Schwab, Beatty & Porter to Lynn Baker Inc., New York.

STOP FEELING GUILTY
about not helping with the dishes



GUILT RIDDEN—*Feeling sure husbands feel guilty when their wives do dishes while they loaf, Cincinnati Gas & Electric Co. will suggest they buy dishwashers in humorous newspaper ads slated for September. Stockton, West, Burkhart is the agency.*

Ad Council Sets New Push to Publicize U.S. Market Data

NEW YORK, Aug. 8—A new Advertising Council campaign will invite business men to help themselves to a "gold mine of information" awaiting them at the U.S. Department of Commerce.

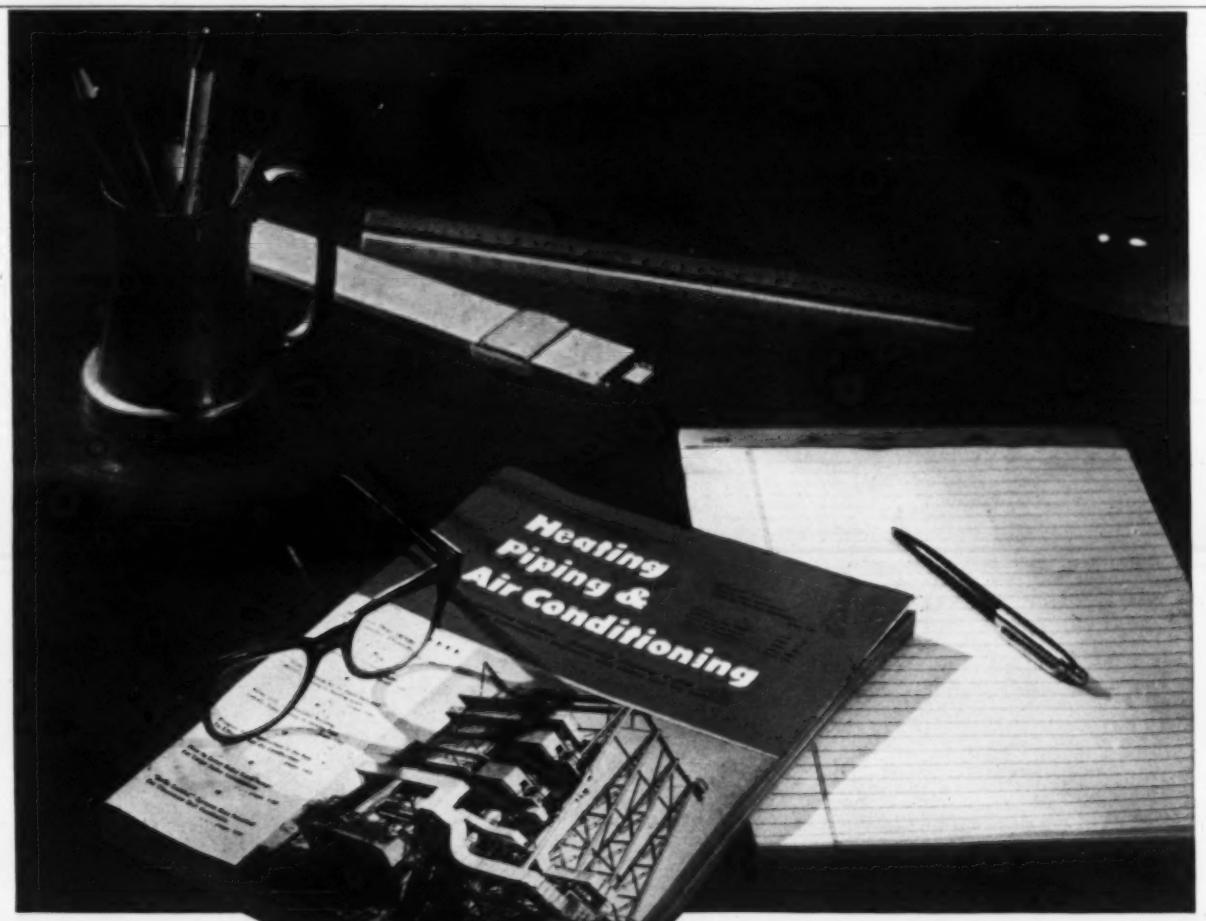
The campaign aims to alert business men to facilities available at the Commerce Department—a $9 billion fund of research and patent information of which many people are unaware. A series of five ads will appear in space contributed by business publications.

The ads will point out that in the Commerce gold mine run veins of lucrative, helpful free information on domestic marketing of products and services, foreign outlets for American companies, community development, and government patents and technical research.

Grey Advertising Agency developed the campaign as volunteer agency in consultation with the Department of Commerce and the business paper advisory committee of the Advertising Council. #

McNaughton-Laub Adds Gardner; Names Sinay

McNaughton-Laub Inc., Los Angeles, has been appointed to handle advertising for Don Gardner & Associates, Los Angeles, licensor for Lockeed Corp., Marineland, and other accounts. McNaughton-Laub also has named Hershel D. Sinay, formerly with Carson/Roberts, an assistant account executive.



Your message..... in the best possible atmosphere

This is the one that sticks just to the services for which it is named and further confines itself solely to the industrial-big building field. No residential, no plumbing, no refrigeration!

This is the one that, because of its specialized; clearly focused editorial, has a unique appeal to ALL of the four purchase-control factors in this market: the consulting engineers, mechanical contractors, engineers with industrial plants, and engineers with large buildings. No gaps, no untouched bases!

This is the one that provides not just distribution for the sake of numbers but gives you provable, fully paid circulation of the decision-makers in your field. Each reader pays for it directly, individually, voluntarily.

And this is the one that, because of these distinguishing features, leads by over 2 to 1 in advertising volume, has more advertisers, and is used on an exclusive basis by more advertisers.

This is HEATING, PIPING & AIR CONDITIONING .... a Keeney publication, 6 N. Michigan, Chicago 2.

JUST ASK FOR MARIE . . .
Call WAbash 2-8655!

Let Marie handle your complete mailings — including addressographing, addressing, multigraphing, fill-in on multigraphed letters and planographing.

Marie keeps your Mailing List up-to-date too and frees you from all the detail work.

Direct Mail has been our business for 30 years. We pick up your rush copy, give quick service, do accurate work and guarantee prompt delivery.

The Letter Shop Inc.
431 S. Dearborn St. • Chicago 5, Illinois

When the commercials make the annual report ...THAT'S NEWS

"In 1960, Atlantic increased its earnings by 54% over 1959."

So begins the annual report of The Atlantic Refining Company. The gain was due mainly to the success of management in effecting improved control of crude oil sources and a better product mix.

A better product mix, as the report goes on to explain, means that Atlantic sold more premium gasoline, and other profitable products, than ever before.

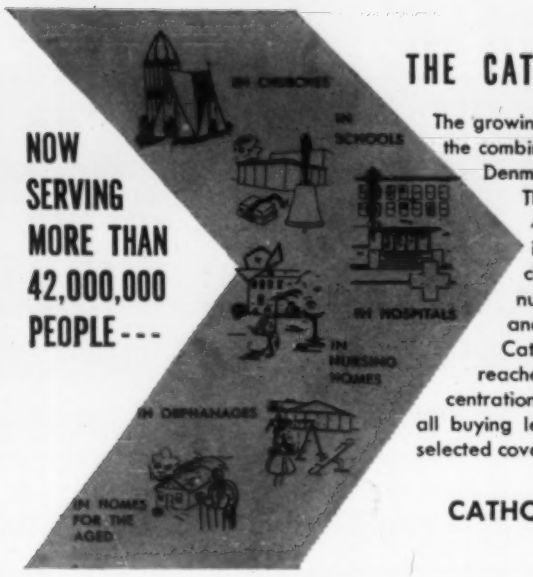
To quote the report: "Much of the credit for Atlantic's improved marketing picture can be attributed to the sustained increase in Atlantic Imperial gasoline sales. A new feature of carburetor cleaning was introduced to the public in May. . . The outstanding performance of this new Imperial gasoline, backed by an effective advertising program, resulted in prompt public acceptance and in the enthusiastic support of the entire dealer organization."

The greater part of this advertising was in the form of unusual television commercials built around the promise that Imperial gasoline "Cleans your carburetor as you drive, and keeps it clean."

Imperial's sales growth, which was substantially in excess of the industry's rate, has been instrumental in increasing Atlantic's share of its 17-state gasoline marketing area.

You can't find a much better documentation for the power of a selling idea.

The commercial is the payoff. . . . ***N. W. AYER & SON, INC.***



THE CATHOLIC INSTITUTIONAL MARKET

The growing Catholic population now in the U.S. exceeds the combined populations of Sweden, Norway, Finland, Denmark, Holland and Belgium.

This same growth (more than 47.04% in the last decade!) is reflected in Catholic churches, schools, hospitals, nursing homes, orphanages and protective institutions.

Catholic Management Journal reaches the greatest single concentration of decision-makers . . . reaches all buying levels in the Catholic institutional market, with pre-selected coverage of parishes with known, active buying power.

CATHOLIC MANAGEMENT JOURNAL
400 N. Broadway • Milwaukee 1, Wis.

General Mills, U&I Sugar Help Promote Washington Fruits

SEATTLE, Aug. 9—Washington peaches will go to market this year with an advertising push by growers, a sugar manufacturer and a flour miller. The total ad backing is heavier than in any recent year.

To open up the consumer promotion, Washington State Fruit Commission will air a new singing commercial on radio. Stations carrying the promotion are KING, KIRO, KOL, KOMO, KTAC and KTNT, in Seattle and Tacoma, and KGA, KNEW, KREM and KXLY in Spokane. In addition, Market Casters is used in Seattle for in-store promotion.

The fruit commission is supported entirely by growers. Its agency is Pacific National, Seattle.

Another phase of the promotion finds the fruit commission and U&I Sugar Co. sharing jointly in the costs of a newspaper drive scheduled for 21 dailies in Washington in late August and early September. Here the pitch will be toward home canning of peaches, pears and plums with U&I sugar.

FOR U & ME IT'S U&I—*So says this page, set for the Aug. 26 issue of The Saturday Evening Post. Placed by U&I Sugar Co., it is part of a joint promotion with the Washington State Fruit Commission.*

■ The joint promotion by U&I and the fruit commission has become an annual affair. The handling of the advertising alternates between the agencies of the two sponsors.

This year David W. Evans & Associates, U&I's agency, handles the promotion out of the Seattle office.

This week General Mills is putting on a newspaper promotion for fresh peach shortcake with Bisquick, using dailies in Washington and Oregon.

U&I sugar, in a promotion of its own, will run a color page in *The Saturday Evening Post* for western states on Aug. 26 with emphasis on jams, jellies and preserves of peaches, pears, prunes, grapes and apples. This ad is one of three that U&I has scheduled in the *Post* this year. The first ran June 3, on strawberries; the third is scheduled for December, on Christmas sweets. These ads are prepared by the Salt Lake City office of the Evans agency.

■ U&I also is carrying 140 outdoor 30-sheet posters in Washington, Oregon and Idaho, and 2½-sheet in-store display pieces based on the same artwork.

Late in July, to open the summer fruit season, the Washington State Fruit Commission sponsored a luncheon in Seattle for 40 home economists, women's page writers and representatives of trade associations. #

Morton Salt Sets New Push

Morton Salt Co. will begin national distribution of its Morton Popcorn salt (an extra-fine salt) this fall, following successful test marketing in three major markets. Two-page color inserts will be run in five grocery publications, starting Aug. 15, to promote the product. Needham, Louis & Brorby, Chicago, is the agency.

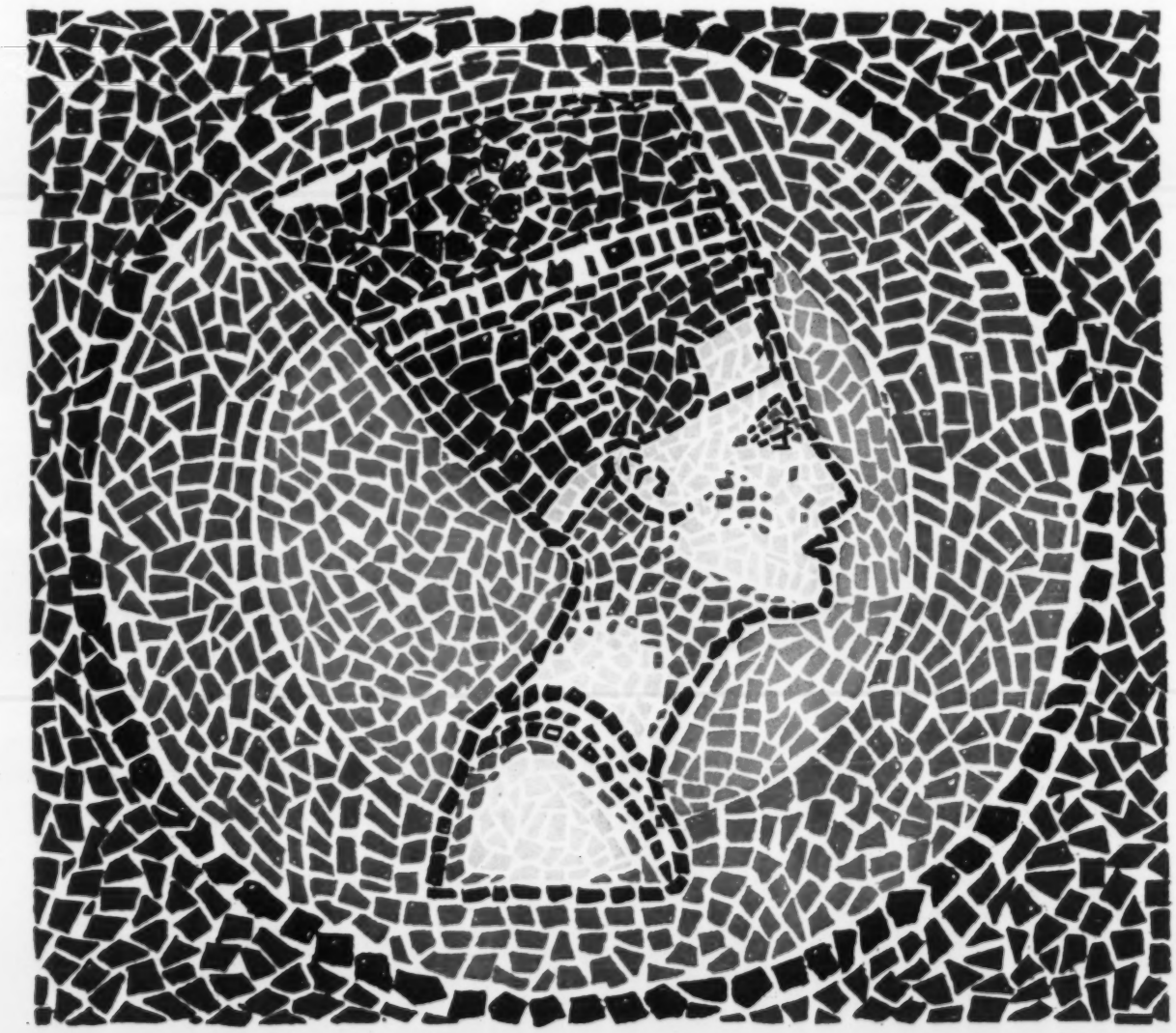
CREATIVITY . . . wfmy-tv creates sales in the nation's 44th market*

This intricate mosaic based on the sculpture of Queen Nefertite is an example of one of the oldest known forms of art . . . the creation of a design from many small pieces of stone.

For the creation of sales, depend on WFMY-TV to bring together 2.3 million viewers and produce results for you in the nation's 44th TV market.*

For full details about WFMY-TV's creative abilities in the growing Industrial Piedmont, call your H-R-P representative today.

*Source: Television Magazine, 1960 Data Book



SEAL OF GOOD PRACTICE
CHARTER SUBSCRIBER

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GREENSBORO, N. C.
"NOW IN OUR 12TH YEAR OF SERVICE"
Represented by Harrington, Righter and Parsons, Inc.

CHANNEL 2 CBS

NATIONAL CATHOLIC FAMILY MAGAZINE

Put this active market place on your next schedule.
OCT. ISSUE CLOSES AUG. 20
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ANGELA M. CRAWLEY & STAFF
National Advertising Representative
28 E. Jackson Blvd. Chicago 4
Telephone HArrison 7-7176

St. Anthony MESSENGER

How to be happy on $400 million a year

Kuwait is a little country with big problems. With $400 million in revenues last year, Shiek as-Sabah's nation is the greatest oil producer in the Middle East. But one of his toughest chores, say CHEMICAL WEEK's editors, is how to spend money. He's invested heavily in schools, hospitals, housing, highways, sea water distillation and a $30 million harbor. But now he's running out of public works.

So Kuwait is concerned with new developments – especially the Chemical Process Industries. One of its first projects – to go onstream in '63 – is a new petrochemicals facility to produce caustic soda, chlorine, urea and polyvinyl chloride. Next will come synthetic rubber, chlorinated products, carbon black and aluminum. Later, who knows? Maybe an entire chemical complex.

CPI management men are watching Kuwait. For today, their domain is the world with interests equally wide. Prices, production, technology, international economics . . . the men responsible for profits are into everything. And nobody knows this better than CHEMICAL WEEK . . . because management's business is CW's business. Of all CPI publications, none reflects its audience character more clearly in the editorial pages than CPI-Management's own magazine. And when you're advertising, it's so satisfying to know the right people are paying attention. You're sure of this . . . in CHEMICAL WEEK!

Industry Spokesman for CPI-Management

Chemical Week

A McGraw-Hill Businesspaper

Coming Conventions

(Listed Alphabetically)

*Indicates first listing in this column.

***Advertising Federation of America**, regional conferences: 10th district, Tulsa Mayo Hotel, Tulsa; Sept. 22-24; 7th district, Jackson, Miss., Oct. 8-10; 3rd district, Jack Tar Hotel, Durham, N.C., Oct. 19-21; 2nd district, Hershey Inn, Hershey, Pa., Nov. 10-12; 8th district, Hotel St. Paul, St. Paul, Minn., Nov. 24-25.

Advertising Research Foundation, seventh annual conference, Hotel Commodore, New York, Oct. 3.

Affiliated Advertising Agencies Network, 17th annual international meeting, Sheraton-Blackstone Hotel, Chicago, Sept. 11-17.

Agricultural Publishers Assn., annual meeting, Chicago Athletic Assn., Oct. 16-17.

American Assn. of Advertising Agencies, central region meeting, Ambassador West Hotel, Chicago, Oct. 12-13; western region meeting, Hotel del Coronado, Coronado, California, Oct. 15-18, eastern region meeting, Biltmore Hotel, New York, Nov. 15-16.

***American Management Assn.**, workshop seminar on package design and merchandising, Hotel Astor, New York, Oct. 2-4.

American Women in Radio and Television, national convention, Sheraton-Chicago Hotel, May 3-6, 1962.

Associated Business Publications, fall conference, Drake Hotel, Chicago, Oct. 18.

***Assn. of National Advertisers**, new products workshop, Waldorf Astoria, New York, Sept. 28.

Assn. of National Advertisers, annual meeting, The Homestead, Hot Springs, Virginia, Nov. 2-4.

Audit Bureau of Circulations, annual meeting, Drake Hotel, Chicago, Oct. 19-20.

Broadcasters' Promotion Assn., annual convention, Waldorf-Astoria Hotel, New York, Nov. 6-8.

Direct Mail Advertising Assn., 44th annual convention, Statler-Hilton Hotel, New York, Oct. 10-13.

***Financial Public Relations Assn.**, 16th annual convention, American Hotel, Bal Harbour, Fla., Nov. 26-30.

International Advertising Assn., fourth international conference, Madrid, Sept. 20-22.

Junior Panel Outdoor Advertising Assn., 11th annual convention, Sheraton Hotel, Chicago, Oct. 12-13.

Magazine Publishers Assn., fifth annual fall conference, Hotel Commodore, New York, Sept. 18-19.

Midwest Newspaper Advertising Executives Assn., bi-annual meeting, President Hotel, Kansas City, Mo., Sept. 9-11.

***Mutual Advertising Agency Network**, management meeting, Palmer House, Chicago, Oct. 26-28.

National Assn. of Broadcasters, regional conferences: Jefferson Hotel, St. Louis, Oct. 13; Sheraton-Dallas Hotel, Dallas, Oct. 16; Hotel Utah, Salt Lake City, Oct. 18; Sheraton Palace, San Francisco, Oct. 20; Somerset Hotel, Boston, Nov. 10; Pittsburgh-Hilton Hotel, Pittsburgh, Nov. 13; Leamington Hotel, Minneapolis, Nov. 15; Robert Meyer Hotel, Jacksonville, Nov. 20.

National Assn. of Educational Broadcasters, annual convention, Willard Hotel, Washington, D. C., Oct. 23-26.

National Editorial Assn., annual fall meeting, Pick-Congress Hotel, Chicago, Oct. 12-14.

National Federation of Advertising Agencies, central states group, Lake Tower Motel, Chicago, Sept. 28-Oct. 1; eastern states group, Statler-Hilton Hotel, Washington, Oct. 7-8.

***National Newspaper Promotion Assn.**, midwest regional meeting, Jack Tar Hotel, Lansing, Mich., Oct. 21-24.

New England Newspaper Advertising Executives Assn., annual meeting, Parker House, Boston, Oct. 2-3.

Newspaper Advertising Executives Assn. of the Carolinas, summer meeting, Grove Park Inn, Asheville, N.C., Aug. 18-19.

Outdoor Advertising Assn. of America, annual meeting, Diplomat Hotel, Hollywood-By-The-Sea, Fla., Oct. 22-27.

Point-of-Purchase Advertising Institute, 15th annual symposium and exhibit, McCormick Place, Chicago, Nov. 7-9.

Southern Newspaper Publishers Assn., 58th annual convention, Boca Raton Hotel, Boca Raton, Fla., Nov. 13-15.

Television Bureau of Advertising, annual meeting, Statler-Hilton Hotel, Detroit, Nov. 15-17.

Bartels, Witmer Join Leblanc

John A. Bartels has been named sales promotion manager, and Richard C. Witmer has been appointed advertising manager of G. Leblanc Corp., Kenosha, Wis., musical instrument manufacturer. Mr. Bartels formerly was marketing director of Crichton Corp., Milwaukee; Mr. Witmer previously was advertising and sales promotion manager of Warner Electric Brake & Clutch Co., Beloit, Wis.

Lyons Joins Tombras

David F. Lyons, advertising and sales promotion manager of Dayco Corp., Waynesville, N.C., has joined Charles Tombras & Associates, Knoxville, as an account executive.

Why is approximately 80% of the local TV money in the Des Moines market invested on KRNT-TV?
KRNT-TV makes cash registers ring!

The quality of our quantity of audience is apparent to local advertisers who live here and who must prosper here. Their cash register *must* ring — they have no alibis! Their cash register is their copy tester!

The believability of the exclusive KRNT-TV personalities (we have more than all other stations) is shown by the cash register and by the Central Surveys.

Month after month, year after year, KRNT-TV ratings are high. Highest Newscast ratings in the nation! Highest sportscast ratings! Highest local personality ratings!

If you want to find out more about this unusual station, we suggest you check any business man in your line of work in Des Moines. Ask him about KRNT-TV. You, too, can get outstanding results by advertising on . . .

KRNT ch. 8 TELEVISION
DES MOINES, IOWA
An Operation of Cowles Magazines and Broadcasting, Inc.
. . . and represented by The Katz Agency, Inc.

PUBLIC RELATIONS
(Man or Woman)
for SHOPPING CENTER
Regional Shopping Center in suburban area requires experienced person to handle public relations and promotion. Excellent growth potential. Submit detailed resume of experience and qualifications, and desired salary.
Box 851, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

OUT IN THE CLEAR...

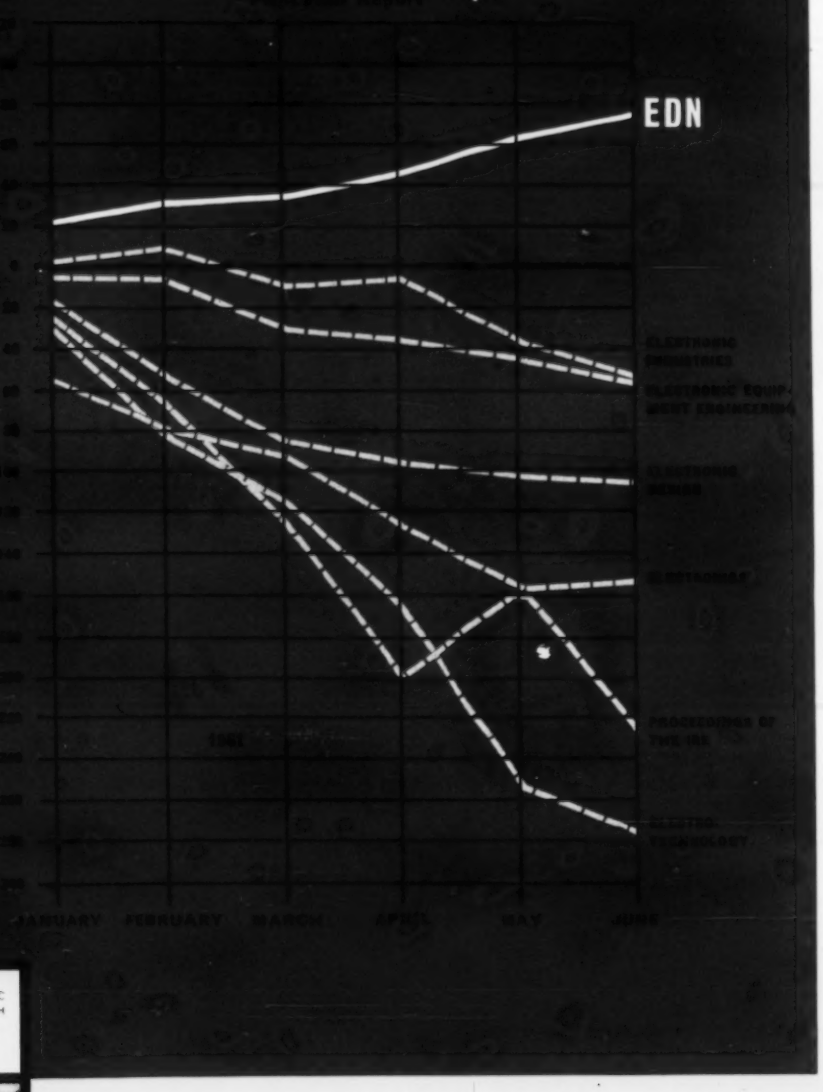
and still climbing!

EDN continues to outspace all other electronic engineer publications in '61 ad gain

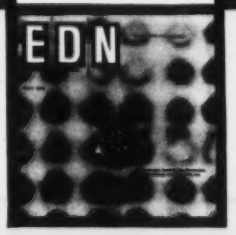
For six months straight, only EDN—among all the books in its field—has shown a consistent gain in pages of advertising. At midyear EDN is clearly NUMBER ONE. The direction is still UP! EDN's leadership is more firmly established than ever.

Here's real proof of editorial performance and reader service. Only EDN provides so many and so wide a range of *adaptable* design ideas . . . *usable* ideas that stimulate design activity among more than 40,000 *specifying* electronic design engineers.

EDN is 'way out front—*and still gaining!*



TOMORROW'S ELECTRONIC OEM MARKETS START WITH **ADAPTABLE DESIGN IDEAS** IN



a Cahners Publication BPA NDP

ROGER'S PUBLISHING COMPANY, INC., Englewood, Colorado
A subsidiary of CAHNERS PUBLISHING COMPANY, INC.

Admen Were Busy at AA Creativity Workshop

Mathews Stratton Macdonald Ayers Smith Belan Duncan McGoldbrick Perry Ekman Hansen Shapiro

PLATTER CHATTER—*No formal luncheon speakers allowed, so participants in the fourth annual Summer Workshop on Creativity in Advertising, sponsored by Advertising Age, had ample time for informal discussion. Taking advantage of the chance are P. J. Mathews, Vickers & Benson, Toronto; Robert Stratton, Minnesota Mining & Mfg. Co., St. Paul; Elizabeth Macdonald, Imperial Advertising Ltd., Halifax; Jack Ayers, Standard Brands, New York; Hal Smith, Needham, Louis & Brorby, Chicago; W. M. Belan and Ken Duncan, S. C. Johnson & Son, Racine; and a group of students and graduate students from Northwestern University, C. Robert McGoldbrick, James Perry, Richard Ekman, Conrad Hansen and Irwin Shapiro. More than 420 admen and women from the U. S. and several foreign countries attended this year.*

Fiegel Frederick Conry Hamilton Mohler

MATRICULATION—*Enrolling at the fourth annual Summer Workshop are Al Fiegel, Ackerman Associates; Wilson Frederick, Foltz-Wessinger Inc.; Gladys M. Conry, U. S. Department of Labor; Norman Hamilton, Studio One; and Glenn R. Mohler, General Foods Corp.*

Britt Graham Bernstein

GAB FEST—*Virginia Graham, radio-tv personality, chats with Steuart Henderson Britt, Northwestern University, and S. R. Bernstein, editorial director of Advertising Age, at the workshop. Miss Graham was one of the principal speakers in the four-day meeting which was held in the Palmer House, Chicago.*

Hanson Curd Peek Fulton

BETWEEN SESSIONS—*Trading ideas at workshop are A. W. Hanson, General Mills, Minneapolis; James S. Curd, Rippey, Henderson, Bucknum & Co., Denver; Francis E. Peek, Harris & Love, Salt Lake City; and Donald L. Fulton, Albert Frank-Guenther Law, Chicago.*

Bernbach Amon Freberg McMahan DuPont

WORKSHOP SPEAKERS—*These five men—William Bernbach, president of Doyle Dane Bernbach Inc., New York; John W. Amon, vp and director of art, Needham, Louis & Brorby, Chicago; Stan Freberg, head of Freberg Ltd., Hollywood; Harry McMahan, television ad consultant and Advertising Age columnist; and Lawrence E. DuPont, vp, radio-tv department, Tracy-Locke Co., Dallas—were among the admen who spoke at the annual summer workshop.*

Illustrator: Stan Ekman, whose contributions to national magazines range from mass circulation covers and editorial illustration to the advertising pages.

triple play

American advertisers, like baseball pros, play to win against competition in the cities and towns of America. In product selling, magazine advertising sets up a triple play that links consumer, dealer, and clerk behind the counter in one pattern of buying and selling action. The same magazine ad that builds brand loyalty with consumers builds brand preference with dealers and stimulates sales people at the point of sale. This is why national magazines are a *basic* medium of merchandising team play whenever markets must be held or built against strong competition.

During the past quarter century we have prepared fine photoengravings for many of America's most competitive national advertisers . . . including the first multi-page magazine advertisements in color. We have worked closely with leading illustrators and photographers, art directors and production managers, to set new technical standards in magazine advertising, first in letterpress, then in gravure. This advertisement, one of a series, expresses our appreciation of the basic part played by national magazines in building a stronger and more successfully competitive America.

COLLINS, MILLER & HUTCHINGS, INC.

America's finest photoengraving plant
for letterpress and gravure
333 West Lake Street, Chicago

Admen Were Busy at AA Creativity Workshop

FULL HOUSE—*More than 400 admen and women from all over the U.S. and several foreign lands attended the fourth annual Advertising Age Summer Workshop on Creativity in Advertising, which was held Aug. 1 through Aug. 4 in the Palmer House, Chicago. On his way to the rostrum to address the group (lower left) is Leo Burnett, board chairman of Leo Burnett Co.*

Crosby Gilbert Demarest Davison Steele
Kelley Hirsch Langerman

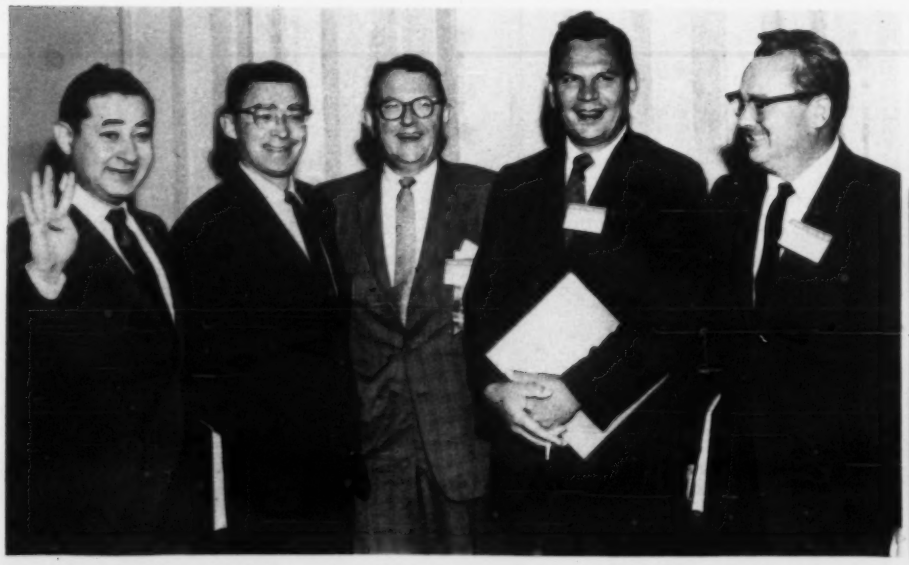
REGULARS—*Among those who have attended three of the four annual Advertising Age Summer Workshops on Creativity in Advertising are Verne Kelley, Greyhound Corp.; William Crosby, Edwards & Deutsch; Edward Hirsch, Winius-Brandon Co.; Ernie Gilbert, Weyerhaeuser Co.; Steve Demarest, Rocky Mountain Metal Products Co.; Harold Langerman, Lewis & Gilman; E. F. Davison, Aves Advertising; and William Steele, Upjohn Co.*

Freberg Bernstein

FREBERG FETED—*S. R. Bernstein, editorial director of Advertising Age, presents a gift to Stan Freberg, head of Freberg Ltd., Hollywood, following Mr. Freberg's speech at the Summer Workshop.*

de Celle Henderson White Cary

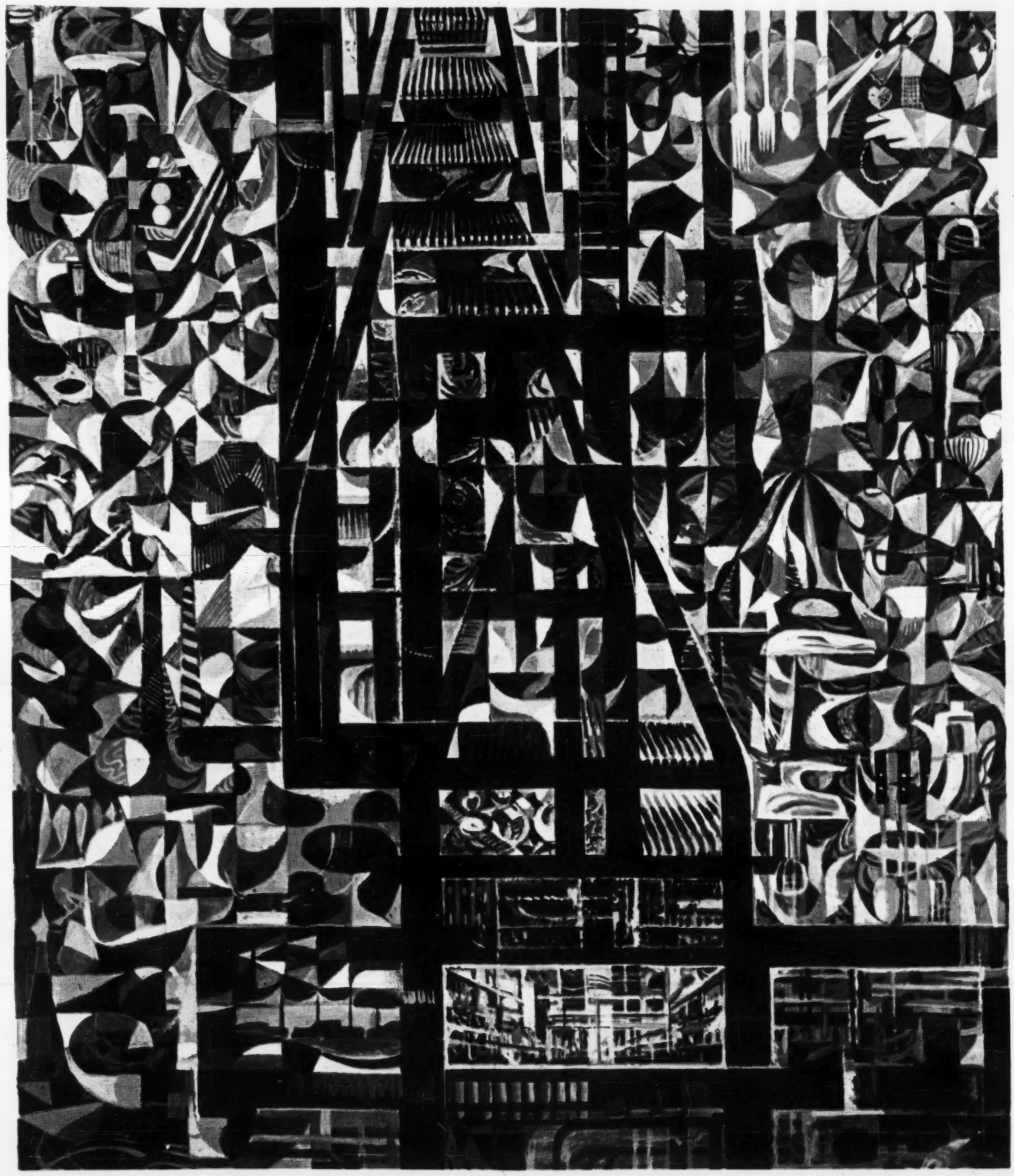
CREATIVE CRITICS—*This panel of four agency executives from different sections of the U. S. presented outstanding regional advertising from their areas at the workshop. Members of the panel were Norman D. Cary, creative head of Monroe F. Dreher Inc., New York; Jack de Celle, copy chief of Richard N. Meltzer Advertising, San Francisco; James M. Henderson, president of Henderson Advertising Agency, Greenville, S. C.; and Gordon White, vp and copy chief of Batten, Barton, Durstine & Osborn, Chicago.*



Garfield Hagerman Aves Turean Segrist

PERFECT ATTENDANCE—*These ten admen are members of the exclusive group who have attended all four meetings of the workshop. They are Wesley Aves, William Hagerman and John Turean, Aves Advertising; S. C. Garfield, Garfield Advertising; E. L. Segrist, Biddle Co.; Nate Fry, Quality Advertising Co.; James McNoldy, Howard Swink Advertising; Stephen McGaw, Jarman Shoe Co.; Robert Harnsberger, Luray Caverns; and Larry O'Neill, Van Sant, Dugdale & Co.*

Fry McNoldy McGaw Harnsberger O'Neill



The department store is all America's marketplace. No other retail business approaches its scope and complexity or does so much to equip the home and serve the needs of the entire family. **DEPARTMENT STORE ECONOMIST,** one of 19 Chilton business magazines, is the trusted friend and adviser of over 11,000 stores... a $19 billion department store market located in cities, towns and urban centers. **CHILTON COMPANY, Chestnut & 56th Streets, Philadelphia 39, Pa.**

JANUARY, 1962
70¢ AN ISSUE • $7 A YEAR

INSTITUTIONS

MAGAZINE OF MASS FEEDING • MASS HOUSING

Announcing A Distinctive New Format Beginning in January 1962 . . .

New Trim Size: 9⅜" x 12¼"

why change a winner?

Why alter the format of a magazine that is now outstripping its competitors in both advertising and editorial linage? Why, indeed, when paid circulation is at an all-time high and the renewal rate has jumped by 22.9% in the past year?

To increase the usability and expand the services required by changing conditions.

To even more effectively get ideas up off the page and into the reader's mind.

What's new for the reader?

A distinctive, yet more manageable size. A 300% increase in full editorial pages. More full-color illustrations. Shorter reading time. Improvement in graphics. Expanded service features. A more attractive arrangement of articles.

What's new for the advertiser?

A wide-margin page to dramatically present a full-page 7x10 advertisement. Fewer small advertisements on a page assuring better visibility and readership. More attractive furnished insert rates. Standard ad sizes throughout with no increase in space rates. Numerous production economies for the advertiser with the flexibility of offset printing. Square back patent binding assuring full visibility of gutter-bleed spreads.

What of the old will be retained?

The same thorough treatment in depth of all subjects. Trend-setting ideas including Decor for Dinnertime series. International award programs in both food service and interior design. All-industry reporting for the well-informed executives in the field. The most complete new product coverage. Dramatic pictorial layouts that stimulate readership.

What supports this major change?

Loyal subscribers taking the time to tell us the current size is "awkward to file", "hard to read in bed". A long-range program of analysis by our staff as to how the magazine is read and used. An extensive series of nationwide personal interviews by a leading research organization demonstrating our current strength and an even greater preference with the proposed new format.

What do you gain?

An increased opportunity to create dramatic advertisements more economically. There are ample illustrations in our 240-page pilot issue with 4-color and 2-color editorial and advertising layouts. Our representatives are anxious to show you the pilot issue, a new rate card with new ad sizes, offset specifications and conversion details plus full information on the field survey that supports the change. Contact any of our offices listed below or Consult Your Advertising Agency.

INSTITUTIONS

MAGAZINE OF MASS FEEDING • MASS HOUSING

1801 Prairie Ave. • Chicago 16, Ill. • CAlumet 5-1800

NEW YORK 17—110 East 42nd St. Oxford 7-1660 • **CLEVELAND 14**—913 Citizens Bldg. Superior 1-0250 • **LOS ANGELES 5**—McDonald-Thompson, 3727 W. Sixth St. Dunkirk 7-5391 • **SAN FRANCISCO 5**—McDonald-Thompson, 625 Market St. Exbrook 7-5377 • **DENVER 3**—McDonald-Thompson, 620 Sherman St. Tabor 5-3325 • **DALLAS 19**—McDonald-Thompson, 2727 Oak Lawn Ave. Lakeside 1-1266 **HOUSTON 6**—McDonald-Thompson, 3217 Montrose Blvd. Jackson 9-6711 • **PORTLAND 4, ORE.**—Frank J. McHugh Co., 520 S. W. 6th Ave. Capitol 6-2561 • **SEATTLE 1**— Frank J. McHugh Co. 1331 Third Ave. Main 4-3840 • **ATLANTA 3, GA.**—Pirnie & Brown, 1722 Rhodes-Haverty Bldg. Jackson 2-8113 • **CORAL GABLES, FLA.**—Pirnie & Brown, 33 Giralda Ave. Highland 8-6592.

America's largest selling beer brews a promotion winner

Pick a Pair
Take home two 6-Paks of Bud
THIS ADVERTISEMENT APPEARED IN PARADE ON JUNE 11 AND JULY 9 . . . PREPARED BY D'ARCY ADVERTISING COMPANY
Bud.
KING OF BEERS
Budweiser
SIX 12 OZ. CANS
Budweiser.

Budweiser's "Pick-A-Pair" promotion played its third encore this year . . . each campaign more successful than the year before

WALTER T. SMITH, JR. Vice President, Advertising, Merchandising and Sales Promotion, Anheuser-Busch, Inc.

Every year, "Pick-A-Pair" has moved trainloads of Budweiser "6-Paks" off retail floors and boosted sales of other grocery items through multiple pricing.

An important part of the Budweiser success formula is an advertising push heavier than any other beer promotion, featuring full color pages in PARADE, several other magazines, heavy radio and TV schedules, and extensive use of outdoor advertising.

"There can be no question," says Walter T. Smith, Jr., "that PARADE has been a major instrument in the 'Pick-A-Pair' success.

"PARADE has given us the intensive coverage necessary in important markets. Ads in the Sunday magazines talk directly to the customer, because they are a part of the local newspaper the customer reads and uses. That's why retailers, too, like and respond to advertising that appears in these magazines.

"The Sunday magazines," Mr. Smith added, "definitely have played an important role in the continued success of the 'Pick-A-Pair' sales. PARADE's support has been a decisive factor in developing Budweiser's 'Pick-A-Pair' promotion to its position as the biggest of its kind in America."

PARADE

THE SUNDAY MAGAZINE OF 65 STRONG NEWSPAPERS ALL OVER AMERICA

Advertising Age

Feature Section

Diamond Explains Latest Labeling Law

What's Next in Shopping Conveniences

Nathanson Takes Off on TV Festivals

Brandmarks Hit at Pocketbook—Tyler

Opinions expressed here are those of the writers, and not necessarily those of Advertising Age. Comments are always welcome.

THE NATIONAL NEWSPAPER OF MARKETING

'Management Is Growing Restless' . . .

Peterson Sees Need for Brand New Marketing Methods in Changing Markets of Sixties

Tried and true marketing methods may not be enough to move "the coming log-jam in new products," President Peter G. Peterson of Bell & Howell believes. For example, he observes that whereas conventionally many low-price items have achieved high sales volume in mass markets, the future may see more sales successes by the high-quality brand at a premium price. He foresees more stress on selected (rather than mass) markets, on advertising with deep impact on a market segment rather than mere exposure to mass markets, on helping the customer to use the product more effectively, to "enjoy our products more after they buy them." He urges new concepts that stress "not just selling the consumer, but serving him over the life of the product." He expressed his views in a talk, which is reproduced here, given at the American Marketing Assn.'s national conference in Los Angeles.

By Peter G. Peterson
President, Bell & Howell Co., Chicago

It is my basic premise that many managements are growing increasingly restless about marketing. Some consciously, some less consciously, but restless nonetheless—and the reasons are many.

I believe many managements are growing restless because they wonder whether the old marketing solutions and the old marketing principles, however tried and true, in their time, are adequate for tomorrow's consumer markets.

I believe they become restless as they look around at some of the outstanding marketing successes of others. They often find departures from tradition, elements of boldness, and strategies with a sharp edge that set these brands apart from their competitors.

In this connection, I believe the American Marketing Assn. could perform a real service for American industry if it would systematically study some of these outstanding marketing successes to see what could be gleaned, and which of our theories still seemed valid and which seemed obsolete.

■ John Galbraith talks about the "conventional wisdom."

It would appear that quite a number of the outstanding brand successes have found that the kind of marketing wisdom that often pays off these days is the *unconventional* wisdom.

For example, in the face of the conventional wisdom on the relationships between lower price segments and sales volume, we see major product categories where brands that carry a substantial price *premium* have achieved sales leadership in such diverse fields as television sets, in cake mixes, in cheese cakes, and I might say in movie equipment. Last year, our company moved into sales leadership with a line of equipment whose price (and whose quality, we believe) is substantially above that of our competition.

This conventional wisdom also tells us that there is an inevitable trend toward mass selling and mass communication with less and less need for a personalized relationship with the consumer. Yet, we can all think of outstanding success stories of companies who have decided to take their product directly to the consumer—in products as different as cosmetics and books.

In the insurance business, we find very successful companies insuring the uninsurable, and thinking the unthinkable; i.e., challenging the role of the traditional agent in the insurance business.

Tomorrow's Market: Log-Jam

But even if there weren't so many actual cases where unconventional thinking seems to be paying off, I believe that the very nature of markets of the sixties would make management restless.

The word I use to describe this fundamental condition of tomorrow's market is . . . *log-jam.*

Some experts tell us they expect 1970 will find us with as much as 25 billion dollars worth of advertising. The consumer will be expected to assimilate this tremendous volume of communication with that same single pair of ears and eyes that he now has.

With this volume of advertising, the greatest threat for a product could easily be *not being* seen or heard *at all.* I believe managements are beginning to ask themselves: Will conventional approaches be good enough?

Let us also look at the coming log-jam in new products. As we look to the 800 billion dollar economy that is predicted for 1970 and the increase of about 40% in consumer expenditures that will be required to reach that goal, management can well be restless about how this tremendous volume and number of new products will be created and marketed.

■ With this kind of new product log-jam, the premium for brilliant product planning will obviously go up geometrically.

And yet, our desire for these brilliant innovations has to be tempered by what has actually happened over the last several decades.

In a sense, research and development and technology are probably great equalizers. While it is true that research and development sometimes give a company a basic and long-range patent position (as has happened in the photographic industry with Polaroid) I think it is more often true that research and development moves at a fairly even pace within an industry. Any real product advantage that a company has has more often been a short-term one.

'Ford Man' and 'Chevy Man' Pass; Today's Brands 'Pretty Much Alike'

This rather profound shift has certainly been sensed by the consumer.

Thirty years ago, I would guess that many consumers would rate one or two brands in most categories as being the best, and perhaps a few brands that he would consider pretty poor.

For example, in the thirties, most of you were probably either Ford men, Chevy men, or Buick men, and had clear views on the subject. Today, I would suspect that most consumers would rate most brands as being "pretty much all right" and "pretty much alike."

And, of course, we can expect that foreign brands of good quality, low prices and innovation will provide an even more impressive challenge to the American manufacturer who is trying to differentiate his brand.

■ The market place of the 1960s will indeed be a very crowded and a very noisy place. And I believe many managements are growing increasingly restless about how their brands are going to fit into this market place.

Before talking about some specific areas of opportunity that the marketing fraternity might want to explore, I think I should be more explicit about the fundamental approach that I believe is most likely to be successful in an era like the one we are entering.

I believe the real premium will go to those who individualize themselves, to those who anticipate, to those who lead, to those who try the untried; in short . . . more than ever, this is the *market for the bold.*

This is the market for the innovator.

If this is the appropriate over-all strategy for the sixties, then what are the implications for marketing professionals such as yourselves who are "devoted to the advancement of science in marketing."

Part of my answer depends upon our conception of science. If we see science largely as methods and techniques that *in themselves* can provide answers (incidentally, I most emphatically do not see science in this light), then I would say that I do not feel science can provide the kind of imaginative marketing answers that I believe are necessary. As Charles Kettering once pointed out, "You don't do research in the laboratory, you do it in your head."

'Magic,' Not Facts, Has Brought Product Innovations

For I do not believe that one can very often synthesize innovation, even with the most careful collection of facts. There's a touch of magic that has been extraordinarily difficult, for me at least, to put my finger on whenever I have seen a really unique marketing program created, or a scientific breakthrough in our research center right here at Pasadena.

And, as I review some of the important marketing and product innovations of our time, I find it hard to believe that available facts would have made an important contribution.

Richard Sears, the founder of Sears, Roebuck, was thought to be a rather irresponsible maverick when he developed the method of selling by direct mail with aggressive promotion.

Mr. Birdseye was a man who simply knew that frozen foods served a real need. For the first few years, not many

people, including consumers, seemed to agree with him.

Mr. Romney of American Motors couldn't tell whether people "wanted" a compact car by reviewing available data. He simply had a deep conviction that the time was ripe and that these cars served a need.

Outdoor movies were originally considered quite a fantastic notion by nearly everyone at the time of their inception. Cars were to travel in, not to watch movies in.

■ These were men with commitments. These men innovated. They aggressively implemented the innovation, against all kinds of "evidence." And only then, I'm afraid, and not before, did the consumer know this is something he wanted.

When dealing with markets, we are obviously dealing not with things, but with people. We all know that a person is not a constant, not an invariable, but a changing cluster of needs, wants, appetites and fears, often contradictory.

For example, in the world of the theater, even the most sagacious, well-informed men admit to the enormous difficulties of predicting success.

The folklore of the theater tells us that "Death of a Salesman" couldn't be successful because it had death in the title. And everyone knew that "Oklahoma" wouldn't succeed because no musical with a ballet in the middle could succeed. Actually of course, it revolutionized musical comedy.

Many attempts have been made to synthesize a Broadway hit by putting into it the best elements of a number of shows. Usually, the results have been disastrous.

■ It is my view, then, that the *artistry* of marketing, as indeed the artistry of management, will more than ever be the the markets of the sixties.

This, however, certainly does not mean there is not an important role for the scientific method in marketing. There is.

But I think there can be an even more important role if marketing research people can become a more *positive* force in helping to *create* and evaluate new product concepts and really new marketing concepts, so that we can begin offering the consumer real choices rather than trivial differences.

New Ways Needed for Differentiating Brands

I would now like to turn to some specific areas where I believe some really creative marketing thinking needs to be done if we are to cope effectively with the markets of the sixties.

First, I would like to see you explore the question of *new ways of differentiating brands* in the sixties.

To be sure, everyone will and should continue to try to create product differences. Yet, it also seems likely that in many product categories, the differences will be minor.

How else then can we differentiate brands?

To take one specific area that might be worthy of study, I have been impressed that most of us think of a consumer purchase as a *conquest*, rather than a relationship.

I wouldn't be surprised if some consumers don't feel a bit like a jilted lover who has been aggressively wooed and then abandoned.

For example, I suspect that most consumers use many products quite ineffectively due to lack of knowledge about how to really use these products. This kind of consumer is obviously not as effective a salesman for the product as he could be.

■ I would imagine that with some creative thinking, it would be quite possible to create practical programs (perhaps as part of the original purchase). These programs might help create a *continuing* relationship with consumers and might help them enjoy our products more *after* they bought them.

Another example of this kind of thinking would extend into the servicing area. All of us know that as products have become more and more complex, and as models have changed more and more frequently, servicing has become more and more of a problem.

I would like to see teams of informed and imaginative people really tackle these problems.

What are some ways the whole servicing problem could be handled far more *conveniently* for the consumer, for example? What are the kinds of assurances that the consumer could be given at the time of purchase that would dramatize their confidence in our products? Perhaps some of the recent thinking in the automobile business is in the right direction.

■ What might be done to save the consumer from the financial uncertainty and irritation that goes on in the servicing negotiations between consumer and manufacturer?

Could the insurance principle be applied in some dramatic way to this servicing problem?

Whatever the approach, as our products grow more and more alike, I believe there is an important need to differentiate our brands by creating new ways of adding to the *long-range* value of a product by offering new services and having a new attitude toward the increasingly sophisticated consumer.

Perhaps I could express the attitude in this way . . . not just *selling* the consumer, but in *serving* him over the life of the product.

■ A second area where I think an enormous amount of fresh thinking needs to be done is how to sell to *selective* or *segmented* markets.

It is a rather curious thing that most of us develop our product and marketing strategies as though we sold most people, when it is perfectly obvious that most of us sell only a small percentage of the population. Likewise, most of us tend to over-generalize what "the" market wants when more precise thinking would tell us there are many, many markets to be satisfied.

'Thinking Small' Can Be Profitable

As the total market grows bigger, it obviously becomes economically feasible to tailor products and selling strategies to very small and as yet unsatisfied segments of the market. As the Volkswagen ad reminds us, "Thinking Small" can be most profitable.

A couple of other examples will also help illustrate.

In the photographic business, it became quite popular to say that "the" market wanted simple automatic equipment. For some time, virtually all effort was aimed at "the" market.

Further reflection and research demonstrated that in everyone's rush to make simple equipment, there was a smaller but growing market of more sophisticated photographic users who were being ignored.

We now think of these as quite distinct segments with quite distinct product and advertising strategies and our share of market has increased considerably since.

■ I believe our tendency to over-generalize and to minimize minority segments is evident in our approach to compact cars. Having finally found there was a market for a compact car, we were quite quick to conclude that "the" market was for an economy or more-or-less stripped version.

Current evidence seems to show that there were a considerable number who also wanted added power and luxury in a compact car. Had this segment been aggressively exploited at the outset, it might have given one of the makes a very substantial boost.

And perhaps my own most embarrassing incident in missing a profitable, though minority segment of the market, was the first market research report I ever helped write.

It was on sudsless detergents, some 13 years ago, and with great conviction, I recommended against sudsless detergents because 75% of the consumers preferred suds, "the" market. Unfortunately, the client agreed.

■ Management needs your help in defining the nature of these minority but unsatisfied segments if our products are to be as sharply tailored as they must be.

Learning how to tailor our *selling* strategies to selective markets will also be a major challenge.

I believe that too many of us are engaged in an elusive search for "the" right marketing mix. We behave as though such a thing exists for an industry or even for a company except at a point in time. Perhaps in our desire for certainty, in what I am afraid is an uncertain market, we cling too long to formulas that necessarily become obsolete as markets change and as competitors react.

With the communication log-jam that we can easily see developing in the sixties, the advertising area is one where it will become increasingly important to define the niches in the market we are trying to serve.

Even today, with total advertising expenditures running at about half what they may be at the end of the decade, many of us convince ourselves we are "reaching" the total market by looking at convenient statistics on how many people are exposed.

Exposure or Impact?

More than ever in the sixties, one of the tragic errors will be to confuse *exposure* with *impact*.

Let me take a moment to tell you about our fortunate experience at Bell & Howell, which may be a good case study in *selective* advertising. I was delighted to talk with Mr. Stoneman, the president of the Purex Corp. right here in Los Angeles, and find out that the experience of this fine company with their imaginative series of public service shows had also been very favorable.

We decided, a few years ago, that it was a mistake, with our limited budget, to attempt to *out-entertain* or *out-reach* a competitor with much larger advertising resources. We had a deep conviction that many Americans wanted and *needed* thought-provoking programs on the realities of this world we are living in.

Thus, we decided to put all of our budget into controversial public-service shows. To be sure, not everyone watches this kind of programming, but on the other hand, we hoped that by making a *deep* impact on one segment of our market, our sales would be higher than if we were only to "reach" a much larger segment of the market.

Apparently, it may have worked out that way since our share of the market is at an all-time high.

I expect to see a good deal more selective products and more selective selling in the sixties . . . as the difficulty of making a real impact on the whole market grows geometrically.

■ A third area which I believe deserves much more effort than it is now getting is that of creating *whole new markets* that don't exist today.

One hears a great deal about increasing productivity of marketing—that what we really need to help attain the 800-billion-dollar economy is to increase the effectiveness of television commercials and advertisements, increase the effectiveness of our direct selling efforts, etc.

While all of us are certainly for increasing marketing productivity, I do not feel it is a big enough answer to the opportunity of increasing consumption 40% over the next decade.

I doubt also that adding minor product differentiation—a new gadget to a washing machine or a movie camera—even along with better commercials or advertisements is the answer to *greatly* expanded consumption.

In short, I'm afraid too many of us are too preoccupied with *share* of market tactics.

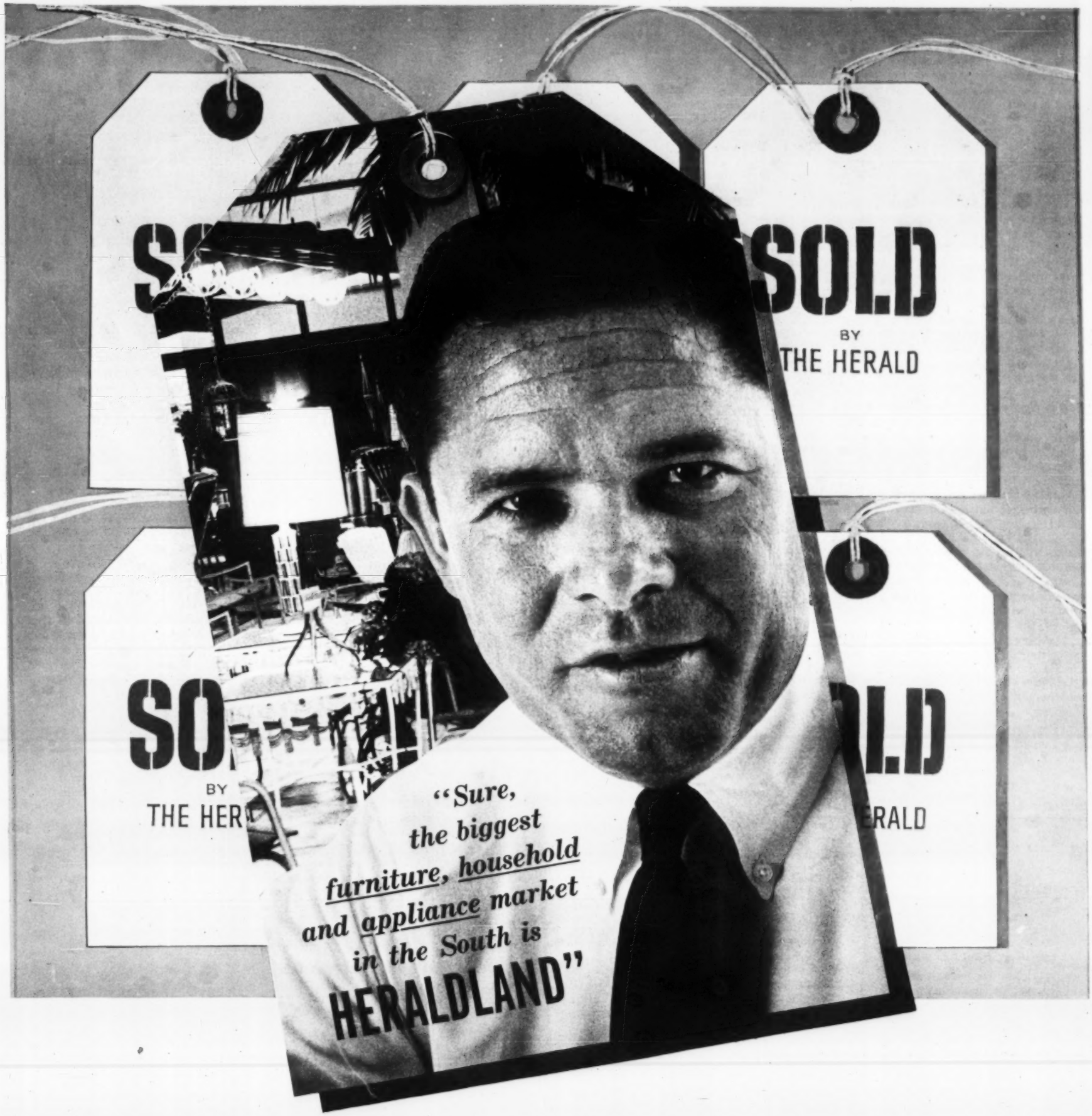
■ If I were to list the greatest marketing challenge of the sixties, I believe it will be to create *fundamentally new* products and services that truly motivate and serve people.

For one thing, it would seem that the growing sophistication and intelligence of the consumer is beginning to catch up

What They're (Really) Saying . . .

By W. H. Everett

"Some test market, that's all I can say!"



HERALDLAND is the BIGGEST and GROWINGEST MARKET in the SOUTH

Yes . . . HERALDLAND! $145.7 million furniture-household sales. 14% more than the total sales in the Metropolitan Counties of Atlanta, Louisville and Birmingham combined.

1,815,700 people . . . $3,621 million effective buying power . . . $2,695 million retail sales, a market greater than any of 26 entire states.

Write for New 3-D Advertising Rates
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HERALDLAND — the South's No. 1 market — is sold by the South's biggest and most influential newspaper

The Miami Herald

STORY, BROOKS & FINLEY, INC., NATIONAL REPRESENTATIVES

with us. Most consumers, particularly the growing number of well-educated ones, can be fooled only so long. They now seem to be differentiating more and more between so-called new products that are only "gimmicks," and new products that really provide new functions or services.

Thus, I would predict that in the sixties, the share of market gadgeteering that most of us are so good at, will become increasingly out of date.

It will need to be replaced by new thinking that looks at changing human needs and changing technologies and bridges them with *really new* product concepts. While it will be an infinitely more difficult kind of thinking, it will also be far more rewarding.

Yours are the kinds of marketing minds that are needed to help management with this kind of vision of what it is our businesses *could be* . . . not what our businesses have been, not what they are, but what they *could* be.

Bell & Howell Launches Study

Let me take one example of a long-range planning study that we are attempting to do at Bell & Howell.

We have concluded, very happily I might say, that more and more people in the sixties will look around and see that our society is putting increasing emphasis on knowledge, on culture, on being "in the know." We firmly believe that adults will have a fundamental desire to improve themselves. Parents will also see that our culture puts increasing dollar and cents value on education and will want to be sure their children become part of the so-called "diploma-elite."

Thus, one such new market that could reach major proportions in the sixties will be the field of education in general, with adult education, child guidance and measurement being particularly attractive.

To conceive what this market might be and how to fill these needs is work of the most difficult sort.

And yet, we think that what is really needed if these soaring sixties are ever to leave the launching pad is for some of our brightest minds to spend a little less time on minor product differentiations and a good deal more time in creating really new products that fill changing human needs.

■ I wonder if you would share with me the feeling that none of us has really done a good enough job of learning how to grasp the possibilities of the research and development revolution—of somehow translating more of these possibilities into consumer products that are fundamentally new.

May I sum up in this way:

All of you share a common goal in advancing the science of marketing. I believe that many of you have a fundamental decision to make in how to best serve that goal. You can spend more and more of your time in sharpening your technical tools and collecting and analyzing the facts you need.

This is important work that must continue.

But I would hope that some of you would also decide to spend more of your time in creating the stuff that great science has always been made of . . . the hunches, and insights and ideas that may give the consumer the real choices, the big choices I think he's looking for.

I hope and I believe that management will be increasingly receptive to these ideas.

For without these new concepts, new products, and new marketing programs to test, I do not think we can say we have made the maximum contribution to the advancement of science in marketing. #

The Creative Man's Corner . . .

Simca Takes on VW

How does Volkswagen compare with Simca?
Here's a small clue:
But not so small, at that. Simca's oversized brakes are actually far larger than those of any car within hundreds of dollars of its price. Altogether, 136 square inches of effective braking area. 40 more than Volkswagen, and much more than you'll ever need. But it's nice to know they're there anyway. Want some more clues that show why Volkswagen cannot measure up to Simca?
Here are 10 others:
SIMCA
For further proof see your nearest dealer and test drive Simca today.

A few weeks ago, we cited a Peugeot ad for boldly taking on Volkswagen and making quite a case for itself. In a previous ad Peugeot had just as boldly associated itself with the six other "best made" cars in the world—including Rolls-Royce, Mercedes-Benz and Cadillac.

Was it Ford or Chevy or Plymouth that started the trend away from the Car A, Car B and Car C school—to the point, at least, where comparison was made with Car F, Car C and Car P? (We can't recall and our research director is on vacation.) But, anyway, this probably was the first recorded breakthrough to brutal candor in automobile advertising. Now we find not only Peugeot taking on Volkswagen, by name, but Simca, too.

Simca's attempt, however, causes us to think about that now popularly maligned term "image." (Confidentially, we're beginning to think advertising people are getting a little too self-conscious.) This ad falls down, we think, by shaking our confidence in the brakes of the Volkswagen, maybe, but not in the over-all car. And this, we take it, is successful image-building. Aside from superiority in square inches of effective braking area, the Simca cites its 12 volt electrical system against the VW's six volt system, a permanent oil filter against the absence of one, 50 h.p. against 40, "full instrumentation" (whatever *that* is) against none, unit body against a pieced-together one, four doors against two, more hip room, more shoulder room (in the front), greater over-all length and greater weight.

If this all tied in with a symbol, an image, of the Simca such as we have of the VW, we might be impressed. Maybe more ads, taking up more significant quality features, may do the job on us. It is probably being unfair to expect just one to. Pending more ads, however, we don't think VW has too much to worry about.

What's Doing on the Legal Front . . .

The Federal Hazardous Substances Labeling Act

By Sidney A. Diamond
Member of the New York Bar

The Federal Hazardous Substances Labeling Act is the latest in a series of federal laws that prescribe detailed information on labeling requirements for an ever-increasing variety of products. (See "The Textile Fiber Products Identification Act," AA, July 13, 1959.) While most of the other labeling statutes are under the jurisdiction of the Federal Trade Commission, this new law will be administered by the Food & Drug Administration, the same agency that is in charge of the Federal Food, Drug and Cosmetic Act.

Sidney A. Diamond

Some idea of the broad sweep of the Federal Hazardous Substances Labeling Act (FHSLA) can be obtained from the estimate in a Senate report that 300,000 common household products, such as cleaners, waxes, polishes, bleaches, finishes and adhesives, contain poisonous or dangerous substances. The number grows larger every day as new products reach the market.

Congress was impelled to take some action to require the use of warning labels on hazardous substances intended for household use because of reports that injury and death from accidental poisoning in the home have become widespread occurrences.

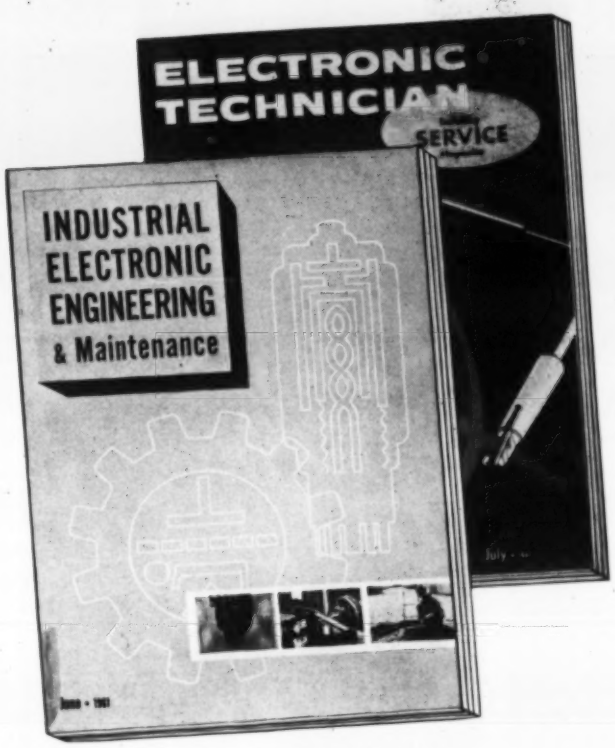
The U. S. Public Health Service, on the basis of a national health survey, estimates that 600,000 children under the age of 15 swallow a poisonous or potentially poisonous substance every year, and that 500 die as a result. Accidental poisonings account for 43% of all deaths among children between the ages of two and three, according to the director of the Poison Control Center at Suburban Hospital in Bethesda, Md., a joint project of the Public Health Service and the Maryland State Department of Health. And additional statistical reports show more than 200,000 poisonings per year in the U. S., resulting in the loss of over 89,000 man-years and approximately 5,000 deaths.

■ While these figures dramatize the scope of the problem that drove Congress to take action, they give only a hint of the impact this law will have on marketing practices in the affected industries. Most distressed probably are those manufacturers who voluntarily have been printing warning notices on their labels and now find that they will have to be modified in order to comply with the new legislation. The FHSLA contains a series of technical definitions and imposes stringent labeling requirements. Additional details will be specified by official regulations of the Food & Drug Administration, which presently are in the tentative stage.

The act is built around the concept of so-called "signal words." Substances classified as extremely flammable, corrosive or highly toxic must carry the signal word "DANGER." All other hazardous substances must be marked with the signal word "WARNING" or "CAUTION." These words appear in capital letters in the law itself (a highly unusual procedure) and this makes it clear that Congress intended all caps to be used on the labels. In addition, all of the hazardous substances must carry the statement, "Keep out of the reach of children," or the equivalent. A highly toxic substance also must be marked "poison."

The signal words, and all other required statements, must appear on the label both "conspicuously" and "prominently"; they must be "in the English language in conspicuous and legible type in contrast by typography, layout, or color with other printed matter on the label." The regulations will make these requirements more specific. For example, it is proposed that signal words appear in "uncondensed capital gothic letters measuring 24 points (30 point type)," unless there is no other type that large on the label, in which case the signal word can be no smaller than the largest type on the label. The proposed regulations also require the skull and crossbones symbol on all labels where the word "poison" must be used. This is one of many details in the tentative regulations that have aroused opposition from various industry groups.

How does a manufacturer or distributor find out the proper category for his products? The basic list covers any substance that is toxic, corrosive, an irritant, a strong sensitizer, flammable, or generates pressure through decomposition, heat or other means. Beyond this list, the FHSLA contains some unusually elaborate definitions and instructions for testing. For example, one meaning for the term "highly toxic" is: "Produces death within 14 days in half or more than half of a group of ten or more laboratory white rats each weighing between 200 and 300 grams, at a single dose of 50 milligrams or less per kilogram of body weight, when orally administered." And "extremely flammable" applies to a substance "which has a flash point at or below 20 degrees



ELECTRONIC TECHNICIAN

and

INDUSTRIAL ELECTRONIC ENGINEERING & Maintenance

Join

Ojibway press, inc.

On May 15th—less than ninety days ago— we announced that Ojibway Press had been formed for the purpose of acquiring a number of publications. At that time we announced the first Ojibway acquisition, that of the Knit Goods Publishing Company, publishers of HOSIERY AND UNDERWEAR REVIEW and LINGERIE MERCHANDISING. Thirty days later we announced the purchase of CATHOLIC PROPERTY ADMINISTRATION, the leading publication in its field.

Now we are pleased to announce the purchase of two more publications, each the outstanding leader in its field. ELECTRONIC TECHNICIAN and INDUSTRIAL ELECTRONIC ENGINEERING AND MAINTENANCE have now become Ojibway properties. Howard Reed, the publisher, and Albert J. Forman, the editor, of these publications, along with many of their staff will continue in their present capacities as they join the Ojibway organization to go forward with a greater program of expansion and development.

Advertising and editorial headquarters of ELECTRONIC TECHNICIAN and INDUSTRIAL ELECTRONIC ENGINEERING AND MAINTENANCE will be continued at 480 Lexington Avenue in New York. Production, accounting, circulation and promotion departments have been moved into the Ojibway headquarters offices in Duluth.

Ojibway Press in ninety days has acquired and merged into one company five business magazines, each an undisputed leader in its field. Negotiations for further acquisitions are now underway as Ojibway Press continues its program to create one of the nation's leading publishing companies.

OJIBWAY PRESS, INC.

one east first street
duluth 2, minnesota

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Chairman of the Board
Northern City National Bank

Herschel Fryberger
Partner,
Fryberger & Fryberger

Fahrenheit as determined by the Tagliabue Open Cup Tester."

In contrast to this elaborate precision are some extremely general provisions that will cause difficulties in classification. To take one instance, the labeling requirements apply only to "a container intended or suitable for household use." And the entire definition of "hazardous substance" is qualified by the following: "If such substance or mixture of substances may cause substantial illness during or as a proximate result of any customary or reasonably foreseeable handling or use, including reasonably foreseeable ingestion by children."

■ Another difficult problem of living with the FHSLA is the fact that some sections require, and other sections permit, determinations of what substances are hazardous to be made by the Secretary of Health, Education and Welfare (the Food & Drug Administration is part of his department). It seems likely that the process of establishing standards and exemptions under this new legislation will be a continuing one, of the type familiar to those who have found it necessary to deal, for example, with the recent Food Additives Amendment to the Federal Food, Drug and Cosmetic Act.

The complexity of the FHSLA obviously makes it impossible to give full coverage to it in this column. However, it should be noted as part of this summary that the preceding discussion of required label information is incomplete. In addition to the specific items already mentioned, labels must display the common or usual name or the chemical name of the hazardous substance; the principal hazard or hazards, such as, "Flammable," "Causes Burns," "Absorbed Through Skin," etc.; a statement of precautionary measures, describing the action to be followed or avoided; instructions for first-aid treatment "when necessary or appropriate"; instructions for handling and storage of packages that require special care; and the name and place of business of the manufacturer, packer, distributor or seller. All required information must appear upon "the immediate container"; in addition, it must appear on any outside container or wrapper that may be used unless it is transparent so that the inside label is easily legible through the outer wrapping; and it also must appear "on all accompanying literature where there are directions for use, written or otherwise."

Penalities for violations of the FHSLA include seizure of misbranded merchandise and injunctive orders compelling future compliance. In addition, violations of the act are misdemeanors and prosecution can lead to a fine and imprisonment. Resellers of hazardous substances are protected against criminal prosecution if they obtain written guarantees from their suppliers that the products are not in misbranded packages.

The FHSLA technically went into effect immediately when it was signed into law on July 12, 1960. However, the act itself provides that it shall not be enforced against any violations that occur during a period of not less than six nor more than 18 months following the month of its enactment, as prescribed by the Secretary of Health, Education and Welfare. The effective date was extended by the secretary until Aug. 1, 1961, as applied to all hazardous substances except those defined as "highly toxic," "extremely flammable" and "flammable," but difficulties with the proposed regulations now have led to a further extension until Feb. 1, 1962, for all hazardous substances other than those in the "highly toxic," "extremely flammable," and "flammable" classifications. #

On the Merchandising Front . . .

Voice-Command Shopping

By E. B. Weiss

Bell Laboratories have made it known that the future of the science of telephonic communication includes a dial telephone that will be operated by *voice*-command. Apparently, laboratory models of such a device have been developed to a point where they represent considerably more than mere scientific curiosities. While I have seen no time predictions, I suspect that the voice-command dial telephone may be no more than a decade away.

E. B. Weiss

However, the fundamental scientific theories from which a voice-command dial telephone will emerge are, by no means, limited in their potential application to telephone dialing. I was reminded of this when I came across a "help wanted" ad by the Bulova Research & Development Laboratories. In this instance, the "help" being sought was an outstanding systems engineer.

That ad talked about Bulova's "Auditran"—described as an "audio information transducer." And that, in turn, is described as "a unique approach to automatic pattern recognition and voice coding." If that still leaves you—as it left me—more than a bit foggy, maybe the next few words from that ad will make things clearer. Copy proceeded to explain, "Research and development now in progress are directed toward *voice-command* operated machines."

I assume that, to the scientific world, the voice-command machine, as a concept, is no longer considered to be in the stage of theoretical contemplation, but that it is assumed to be at the stage of practical development. In brief, the voice-command machine, *as a device*, is beyond even the blueprint stage and is now in actual existence, if still being tested.

That got me wondering about *voice-command shopping!*

Oddly, shopping originally *was* voice-command. The shopper told the clerk what she wanted—the clerk picked out the purchases as instructed. That was clearly voice-command shopping. But it was voice-command between two humans.

Then, self-service practically eliminated the human voice in shopping.

Now, we are faced with the probability that voice-command techniques, involving an oral command by the shopper directed to, and recorded by, and acted upon electronically by a *machine*, will bring back the human voice to shopping.

■ The voice-command machine will be easier for the shopper to operate than some of the more complex button-pushing automatic vendors that have been predicted for the future. (As one who has yet to master the desk telephone with just three or four buttons on it, the mere thought of an automatic vendor loaded down with buttons suffices to produce a shiver of apprehension.)

But, to one who has been known to be able to get out a word or two in reasonably consecutive order—a voice-command machine is mighty attractive. I suspect I have plenty of company in this respect.

■ In any event, the voice-command machine could lead, not only to totally new concepts in the automatic vendor—making it unnecessary for the shopper to take an educational course in order to master the intricate button-pushing—but it could conceivably lead to central warehouses connected by telephone with the shopper's home. The shopper picks up her telephone, she is promptly connected with a voice-command machine at the warehouse, she talks her order into the machine—and the machine records the order, actuates other devices that select the order, make out the bill, etc. The order is then delivered to the home, through a system somewhat more modern, I hope, than the present-day retail delivery systems! That complex of electronic devices will also perform all of the required merchandising arithmetic, including automatic reorders.

■ I doubt that this will come about in the next few years. But I am reasonably certain that the remarkable voice-command devices necessitated by the new military arts, will ultimately find their way into civilian usages. And, among those civilian usages, will be voice-command shopping.

Advertising's job will be to command the voice-commander. A rather neat assignment! #

'It's Easier to Write Entertainment' . . .

Tv Festival's 'Best Commercials of 1960' Can't Sell 'Hill of Beans,' Says Nathanson

After watching the latest collection of "best tv commercials," President Don P. Nathanson of North Advertising wrote the following challenge to the judges' selections. "And before anyone who disagrees with me calls out 'sour grapes'," he told AA, "I'd like to point out that two of our agency's films were among the Festival's 'chosen few.' How they got 'special mention,' based on the judges' standards, I'll never know. Both are good examples of combining selling with entertainment. It can be done. I'm surprised so few of the prize-winning films did."

By Don P. Nathanson
President, North Advertising, Chicago

I watched 45 minutes of the American Tv Festival's Best Commercials of 1960, and I must confess I had to take a two-chapter dose of Rosser Reeves' treatise in order to get back to reality. I wondered who judged those films. They couldn't be advertising men. If they were, they didn't seem very proud of their profession. And they couldn't be business men, either. Most of those commercials wouldn't sell a "hill of beans," as the old saying goes.

Don Nathanson

The judges' primary prize-winning requirement, it appeared to me, was entertainment, and the less advertising, the better. Take that gasoline company's commercial, the one with the little girl on the tricycle. Now, what was the name of that company? The commercial did a good job of hiding it. And that commercial about the couple sailing around the town in mid-air. It aroused my desire to buy an invisible automobile, but not a Chevrolet.

■ All this emphasis on entertainment made me feel that our great creative minds are more interested in emulating European advertising techniques than in using good old-fashioned American sell. If you've watched European award-winning commercials, you've witnessed beautiful pictures, clever humor, fascinating music, but very little selling other than name registration. This year's American batch followed the same formula. No wonder some of tv's critics are saying that tv commercials are more entertaining than the entertainment itself. I can't get excited about that kind of praise. Now, I'm not against entertainment or humor or beautiful pictures, but they all have their proper place in a good commercial—a secondary place behind the basic selling concept.

■ I think American consumers want to be informed about the products they are planning to buy. They want to know how a product works, how it looks, how it benefits them, how it stands out from competition. They want facts about individual products, not just industry appeals. So many of the Festival commercials' selling messages could apply to any product in its field . . . margarine melting, people being close, etc.

The secret of the creative art of commercial writing is to take these product facts and flavor them with excitement, with fun, with music, with pace and tempo. Make the facts *wanted!* This isn't an easy job, believe me. It's far easier just to write entertainment and ignore the selling facts.

If I were judging a commercial, I'd look first at the basic idea. What is the writer trying to sell? If I like what I see—if the idea establishes a distinctive place for the product in the market, if it promises a benefit that the consumer needs and can believe—then I would judge how well the writer presented his idea. Did he employ ingenious and novel techniques that embellished the selling idea, or were his methods so mundane that they lost attention, or so overwhelming that they distracted? I'd go further—I'd try to judge whether the commercial was "in character" all the way through. The music, the models, the settings, the pace—were they in keeping with the product's personality, or was everything a hodge-podge of counter effects?

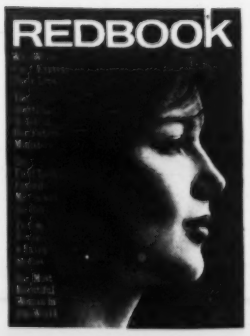
■ Now, all this may seem old-hat to the veteran commercial writer, but it's far more difficult to perfect an art than to vary one. The art and the heart of good advertising is and always must be its selling strength. Most of the prize winning commercials seemed to ignore that essential. #

...but who delivers Young Adults?

Redbook: in greater numbers than ever before. Young Adults are flocking to Redbook—breaking new circulation records month after month, 92 months in a row.

And as our numbers increase, so does your selectivity. Today Redbook offers the lowest female median age, the largest percentage of newly-marrieds, the greatest number of pre-school children per 100 households of any mass magazine of 3,000,000 circulation or more.

In short, in Redbook you'll find the most selective medium for reaching your most important market—the market of beginning families with endless needs. If you're selling Young Adults and not using Redbook, perhaps you don't know our full story. Let us tell you all the facts that have led to Redbook's soaring advertising linage—in good times and bad—for eight years in a row.



MEDIAN AGE—ALL FEMALE READERS			
Redbook 33.9	Good Housekeeping 40.0	Woman's Day 38.6	American Home 40.0
% MARRIED WITHIN LAST FIVE YEARS			
Redbook 17.7%	Good Housekeeping 11.9%	Woman's Day 11.3%	American Home 8.6%
NO. OF CHILDREN UNDER 5 *(per 100 hslds.)*			
Redbook 46	Good Housekeeping 38	Woman's Day 41	American Home 39

Source: Starch 1961 CMR

REDBOOK The Magazine for Young Adults. Circ. Base 3,450,000. 919 N. Michigan Ave., Chicago, Ill., WH 4-4226—and New York, Boston, Los Angeles, San Francisco. Another exciting publication of McCALL CORPORATION

Tyler Picks Ten for July . . .

Treat Brandmarks Like Women— Never Underestimate Their Power

By William D. Tyler

Remember the survey that showed people were able to identify a Lucky Strike package faster when the name was missing, than when the name was in place, but the famous bullseye was left off? In today's bewildering maze of advertising, an important percentage of prospects look at our advertising without consciously seeing it. These are the people to whom advertising comes down to nothing more than the comforting repetition of familiar, trusted brandmarks like the Lucky Strike bullseye, the red-and-white Campbell can, the G-E circle, the moon-and-stars of Procter & Gamble.

William D. Tyler

All our brilliant headlines, our gorgeous artwork, our skillful selling propositions and our brainy arguments, sail right over the heads of these benighted souls. They hear not, neither do they see. Yet they buy goods, just like those lovable people who respond so nobly to our appeals. How to touch their pocketbook nerve? Never overlook the power of the brandmark. Give them a visual symbol they can tuck away in a corner of their minds like a mental rabbit's foot, a lucky piece that stands for a brand that won't let them down. For them, it beats thinking every time.

Outdoor Traders

July is not much of a month for surprising advertising. Mostly the prints are full of tag-end ads for campaigns which have just about run their course. This sends your correspondent in search of refreshing, off-beat, summer fare like this French-fold self-mailer from a fancy Connecticut haberdasher announcing his summer sale. Copywriter was Frank Stall and the art director was Curt Witt of the Stamford agency of the same names. They found their engaging artwork in the pages of *American Advertising Illustrations*, resulting in a highly superior mailing at a reasonable cost.

Cafe Continental

Another example is this mailing piece from a French restaurant run by a couple who rejoice in that most typical of all Gallic names, Trboyevic. It consists of a snapshot of a straw boater on a restaurant hat rack, which incidentally afforded a magnificent view of the bar in the background. Attached was a letter from the proprietor, too long to reproduce here. It develops the thought that "the Cloakroom Hostess (she has her B.A. from Columbia, how can I call her a 'hatcheck girl'?)" had this hat left over. Claude, the chef, was asked about it, but replied with a long and enthusiastic discussion of the menu, which the letter dutifully records in loving detail. This, however, did little to turn up the hat's owner. So Mr. Trboyevic ends with the reasonable

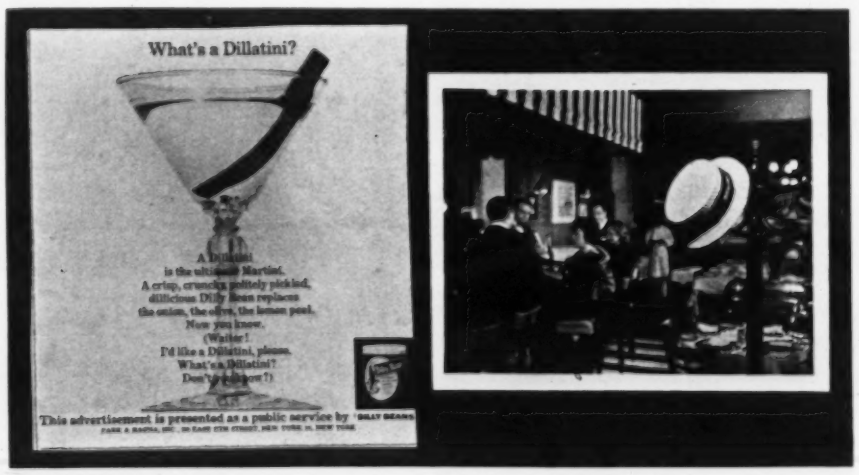
FIRE + TRAIN WRECK
WATER DAMAGE!
WE SUFFER YOU ENJOY!
25% OFF
STORE WIDE!
OUTDOOR TRADERS
Your lawn can be free of crabgrass just 1 week from tomorrow!

Outdoor Traders — Scott's Clout

suggestion that should the hat be yours, drop in around at lunch or dinner time some day and pick it up. Oh, and bring your wife. "Never again will you hear yelling about for-heaven's-sake-why-don't-you-ever-take-me-into-New York-for-a-nice-meal. For that alone, I could be nominated for the Peace Prize." Not very profound, but enjoyable. Mailing was the result of combined efforts of a pair of enthusiastic customers who, it so happens, work at BBDO. Idea was Jack Goldsmith's, and copy was Don Wilde's. Walter Welebit of Photo Art Studios contributed the picture.

Scott's Clout

Well, don't blame me, that's the name of the product. It kills crabgrass. In fact, "Your lawn can be free of crabgrass just one week from tomorrow!" says this new approach has a lot to recommend it. It is completely product-oriented. "The Generous Bandage," headlines an ad for extrasize Plastic Strips. "The Faithful Bandage," for adhesive tape "that never loosens." For Plastic Strips with air vents: "The Breathing Bandage." Best of all, I think, is, "The Quiet Cotton." Joe Giordano's copy: "Crush any other cotton against your ears and you can actually hear the cruel crunching of the harsh fibers. But Red Cross Cotton Balls are quiet, because they are made of the softest, purest cotton in all the world." If that isn't the best piece of cotton copy you ever read, I'll eat the four-ounce size. What a tv commercial this would make! Y&R's Doug Taylor is the art director.



Dilly Beans

Cafe Continental

U.S. Brewers Assn.

Johnson & Johnson

Dilly Beans

Fortunately, the percentage of people who can and do read advertising is pretty impressive. This is the audience the Dilly Bean advertising aims to attract, and the one that has responded so generously to this wacky and ingratiating campaign. Consider this third page from the *New Yorker*, headed, "What's a Dillatini?" Julian Koenig's copy: "The ultimate martini. A crisp, crunchy, politely pickled, dillicious Dilly Bean replaces the olive, the onion, the lemon peel. Now you know. (Waiter! I'd like a Dillatini, please. What's a Dillatini? Don't you know?)" Sign-off line: "This advertisement is presented as a public service by . . . " Papert, Koenig & Lois' Kurt Weihs was the art director. Wonderful way to appeal to those people who *must* be first with the new. And they, let's face it, set a lot of trends.

U.S. Brewers Assn.

With the weather we had, probably the most telling ad of the month was the one that showed two young couples on a sailboat about to take off for a day on the water. Husband has just brought aboard the provisions and his wife is welcoming him with, "You *what*? You forgot to bring the beer?" Her expression will evoke not-so-fond memories in the heart of every married male. The situation is universal, and you feel the lack of that can of beer right square in your ever-loving taste buds. No ad in a long time has made me so conscious of how good beer can taste. This is a fine job by JWT's Al Haman, with a wonderful layout by Arthur Blomquist, and superb photography by Howell Conant.

Johnson & Johnson

The new J&J series for its first-aid items reverses the company's previous copy policy of dramatizing the need rather than the product. Although the former, because it affords use of human-interest situations, has obvious advantages, Peter Geer's headline. He follows it with some good copy, too. ". . . as easy as taking a walk. First application, crabgrass turns brown and begins to die. Second application, just one week later, delivers the knockout punch, completing the emancipation of your lawn. . . End the tyranny of crabgrass over your lawn." This *Life* page follows the best principles of mail-order copy, including a money-saving offer. Should be mighty effective. Rea Brown of Geer DuBois made the layout.

American Airlines

The advertising for this line over the years has been uniformly good, but never has left me with a specific reason for preferring American over other leading carriers. This one does. Cryptically headed, "DME," Chick Blood's copy says that this "is a brand new electronic yardstick that never stops telling your American Airlines' captain—instantaneously—how far he is from the beacons that mark his course—most accurate instrument system for airline navigation ever developed. Even weather can't faze it. By 1965, every airline will be DME equipped. American's is the first jet fleet completely equipped with it." Pretty reassuring thought, and one that demonstrates, instead of just claiming leadership. Main illustration—the device itself. Secondary pictures show how it works. Kevin Mc-

Who buys motors?

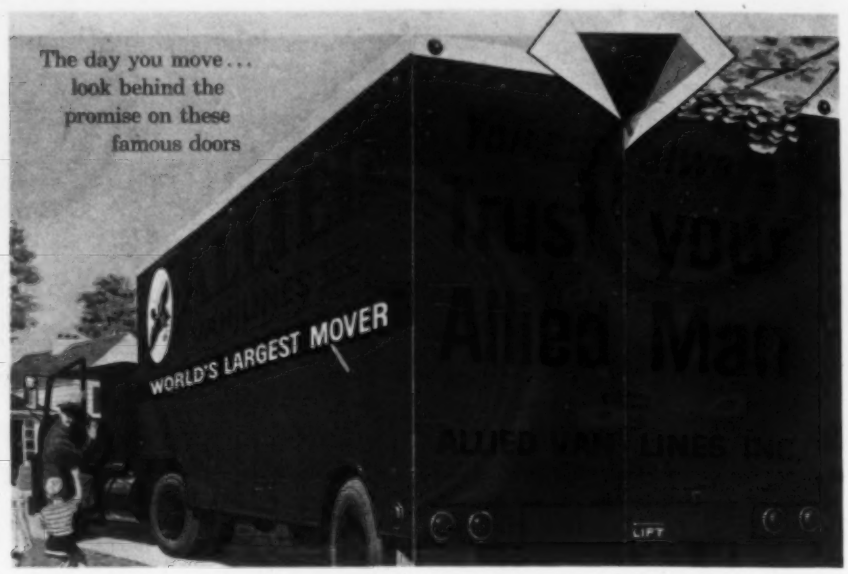
Who doesn't!

Integral horsepower? Fractional HP? Practically everybody. Replacement or OEM? Almost anybody. Gleaming row-on production line-row of some motormaker's newest model? Who buys? Who else but the men who manage plant operations on a produce-best-at-lowest-cost basis. And what one businesspaper serves them *their* way ... satisfies their critical needs with the latest and best in ideas and equipment, in management techniques and thinking? FACTORY, and *only* FACTORY. So if you make motors ... or anything else that goes into a plant ... and you can't afford to wait around till you're on a plant's "shopping list," there's a great new *sales development area* for aggressive advertisers ... right here in FACTORY.

FACTORY

A McGraw-Hill Publication · 330 West 42nd Street · New York 36

... TO REACH MORE OF THE MEN WHO MANAGE PLANT OPERATIONS, AT LOWER COST, THAN ANY OTHER BUSINESSPAPER.



Allied Van Lines

Why the Red Phone may never be used
The Red Phone sits deep in the underground headquarters of the U. S. Strategic Air Command. It is reserved for one fateful message to SAC forces throughout the world: that enemy missiles have been launched against us. The attack will not come unless the aggressor is sure that his sudden rain of missiles will destroy our power to strike back. And soon the Midas satellite system of the U. S. Air Force will make the odds against him very high. For Midas has an infrared eye that will "see" enemy missile seconds after launching. It will double the warning time we now get from earth-bound radar, give us precious extra minutes to make retaliation for an attack too certain, too terrible, to risk. That is why the Red Phone may never be used.
Lockheed's Missiles & Space Division is prime contractor and system manager for Midas. Major subcontractors include General Electric, Bell Aerospace, and Philco. The U. S. Air Force uses the versatile Lockheed-built Agena B satellite in this program, as well as in its Discoverer, Hawkeye, and other programs.
LOCKHEED

Lockheed

American Airlines

Nally's layout. It was the parting shot of the airlines' late lamented Young & Rubicam.

Allied Van Lines

The highest reading a moving industry ad every received was accorded this one. The ad itself consists of a two-page picture of a moving van, with the legend, "The day you move . . . look behind the promise on these famous doors." The rear doors do open, thanks to use of a twin gatefold, to disclose movers loading a neatly covered sofa into a nearly full van. Pictures and captions on the inside of the doors illustrate six of the precautions taken to insure that your goods arrive safely. Idea was Cy DeCosse's, copy by Ken Oelschlager, art direction by Bill Burke of Campbell-Mithun.

Roylace Papers and Mats

There are two good ways to sell shelf papers and doilies and plastic place mats. One, of course, is through service suggestions that show new and attractive uses. The other is to do something that will make them seem smart and fashionable. Ed Mandell and Dorothy Smith did a magazine spread in color that accomplished both objectives. It's headed, "The return to elegance in home decorating, by Melanie Kahane." A title, by the way, that goes a long way toward upgrading these printed paper products. The two pages are devoted to illustrating a wide variety of service suggestions—from lacy "cups" for fruit to lining chest drawers and framing snapshots. Art director was Hal Josephs of Smith, Henderson & Berey.

Lockheed

This institutional ad in business publications, for Lockheed's missiles and space division, follows the familiar pattern among defense suppliers of dramatizing their part in the defense effort. Two things make this one outstanding: It is truly dramatic, and it does not overclaim, although you might think so at first glance. Charles Coleman and William Wilcox's headline, "Why the Red Phone may never be used," is explained as follows: "It sits deep in underground headquarters reserved for one fateful message . . . Midas will double our warning time—that's why the Red Phone may never be used." Instead of implying that Lockheed (even though it is the prime contractor) gets the credit for Midas, the ad lists subcontractors. Nick Silva of Foote, Cone & Belding's L. A. office was the art director. #

Roylace

Employe Communications . . .

Trends in Reporting to Employes

By Robert Newcomb and Marg Sammons

Back in 1954 the authors of this department—through the sponsorship of their own monthly management report on employe communications, *The Score*—undertook to conduct a contest for annual reports to employes. Frankly we didn't know how many there were around the country (and still don't), but sensed that the medium itself was growing in importance and that it would be interesting to see what the field of employe reporting looked like at close range. The contest has been an annual affair ever since; the most recent tournament ended July 31.

In the early days the typical employe report was crowded into a couple of tight pages in the employe publication. Charts and graphs were rarely used. The language was cautious: The reports, we recall remarking at the time, seemed to be damp with the perspiration of many authors.

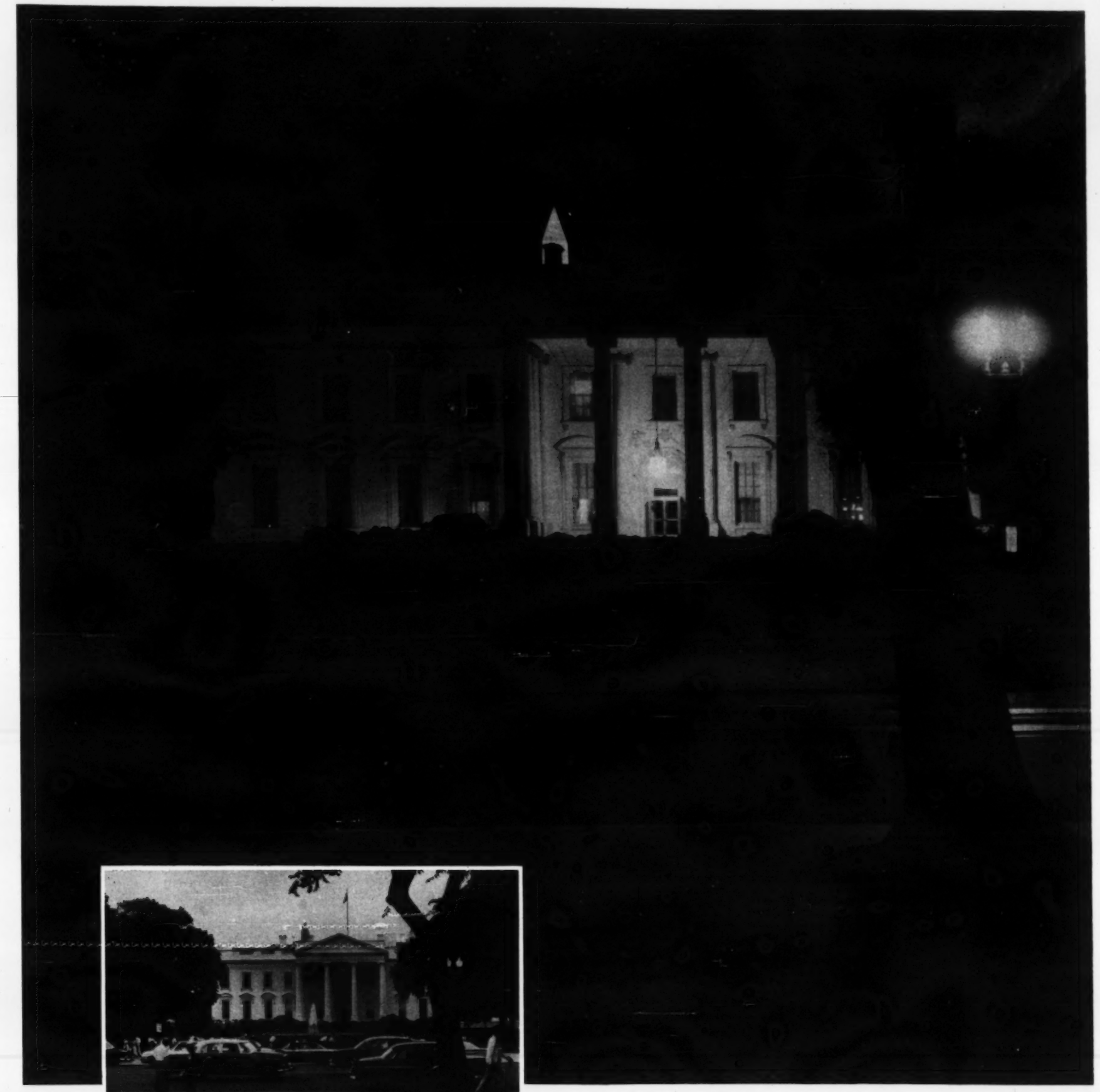
■ The changes have been remarkable in seven years. Although the total number still is undetermined, there appear to be more and more employe reports published each year. Many have been lifted out of the employe publication and put into wrappers of their own; issued on the same basis as the stockholder report. The use of charts and graphs grows, and there is apparently a new journalistic freedom the authors enjoy in talking about profits and the need for them. Some companies have embarked upon interim reports for employes, but these are relatively few.

In the pioneering days of the separate employe report, a handful of companies decided to give the luxury touch to these periodicals, and the employes found themselves looking at overly colorful, needlessly ornate, obviously costly reports. This was neither a necessary nor a smart communications move, and most companies found it out shortly. Some of the best reports today are simple, inexpensive printing jobs.

Is management making any major mistakes these days in its reporting to employes on the business year? It is, and one of the prime ones is management's decision to withhold a report in a lean year. The official view, to quote one, is: "This isn't a good year to talk about business accomplishments to our employes." Actually, a lean year is an excellent year to talk about business to employes: It gives a company an opportunity to lend a little credibility to such matters as the need for profit, the roughness of the competition, the value of cooperation. If management needs to sermonize, here's a hook to hang the sermon on.

■ The structure of the contest judiciary each year is probably unique. Each judge appraises entries in a specific area—i. e., journalistic quality, plant-level acceptance, value as a financial statement, etc., and each entrant receives an objective analysis of his product. The judges come not from amateur ranks but from the best of the pros: Chairman this year is Carl C. Harrington, editor of *Mill & Factory;* the other panelists are M. Joseph Docher, editor, industrial and business books, McGraw-Hill Book Co. (and former editor of *Dun's Review* and of the publications of American Management Assn.); Earl English, dean of the school of journalism, University of Missouri; Eugene M. Ettenberg, typographer for and manager of the Gallery Press, New York, and Columbia University lecturer on advertising design, and Nicholas A. George, employe and public relations vp of Brunswick Corp.

Employe reports come in a variety of packages, in addition to the employe publication inserts and separate publications. You find the touch of the advertising department in many these days, in motion picture reports, slidefilms, tape and phonograph recordings, in closed tv and special bulletin board presentations for showing to executive circles. Winners over the years have included Erie Railroad, Esso Standard Oil, Aluminum Co., General Motors, Pitney-Bowes and Shell Oil. Bank of America won last year. #



Washington looks different at night. Even 1600 Pennsylvania Avenue becomes a "home" in contrast to its daytime role as an executive mansion. But Washington is an "executive" city, a white collar city, an evening newspaper city. Your prime Washington market becomes most receptive to your advertising message—at home—at ease—in the evening. This is why advertisers who know the Washington scene prefer the evening *selling* strength of

THE WASHINGTON STAR

multiply results
with PHOTO-MATIC PHOTOS
GENUINE GLOSSY PHOTOS
Sharp! brilliant!

	Quantity	5 x 7	8 x 10
Singleweight Glossy Prints	25	$ 2.75	$ 4.00
	50	4.50	6.00
	100	8.00	9.50
	250	17.50	22.50
	500	30.00	42.50
	1000	55.00	75.00
	Negative	1.15	1.65

Call or write for complete kit, showing new low-cost color printing samples.

PHOTO MATIC
59 E. Illinois Street
Chicago 11, Illinois
Phone: WH 4-2929

Broadcast Clearing House Hopes to Be in Business Feb. 1

NEW YORK, Aug. 8—Broadcast Clearing House, a proposed central billing organization for spot radio and spot tv which has established headquarters here, hopes to be open for business by next Jan. 1 or Feb. 1.

The aim of the San Francisco-originated company, in development the past two years, is to service agencies, stations and representatives with an industry-wide system of automated billing and processing for radio and tv spot broadcast orders. Other industry groups have, from time to time, discussed a billing center, but these never got beyond the "talking stage."

Broadcast Clearing House has been endorsed by the Station Representatives Assn. While the American Assn. of Advertising Agencies and the Assn. of National Advertisers said they could not "endorse" a private enterprise, they expressed an interest in the project in letters written by their officers to John E. Palmer, president of the new organization.

■ During June and July, Broadcast Clearing House made presentations to over 250 agencies and representatives, many of which said they might be interested in subscribing to the service, according to Lee P. Mehlig, exec vp and head of the New York office. For the next three months, the organization's executives will visit a large number of radio and tv stations throughout the country to sound them out on the project.

A minimum of about 80 to 85% of the agencies, stations and representatives doing the "bulk of the spot business" would be necessary to set Broadcast Clearing House's wheels in motion, Mr. Mehlig told ADVERTISING AGE. He said that although costs have not yet been established, they will probably be broken down so that stations will pay 50 to 60%, with agencies and representatives each sharing 20 to 25%.

■ The service would result in a substantial saving to all groups, Mr. Mehlig said. Whether the reduction might be in manpower in addition to costs was not made clear.

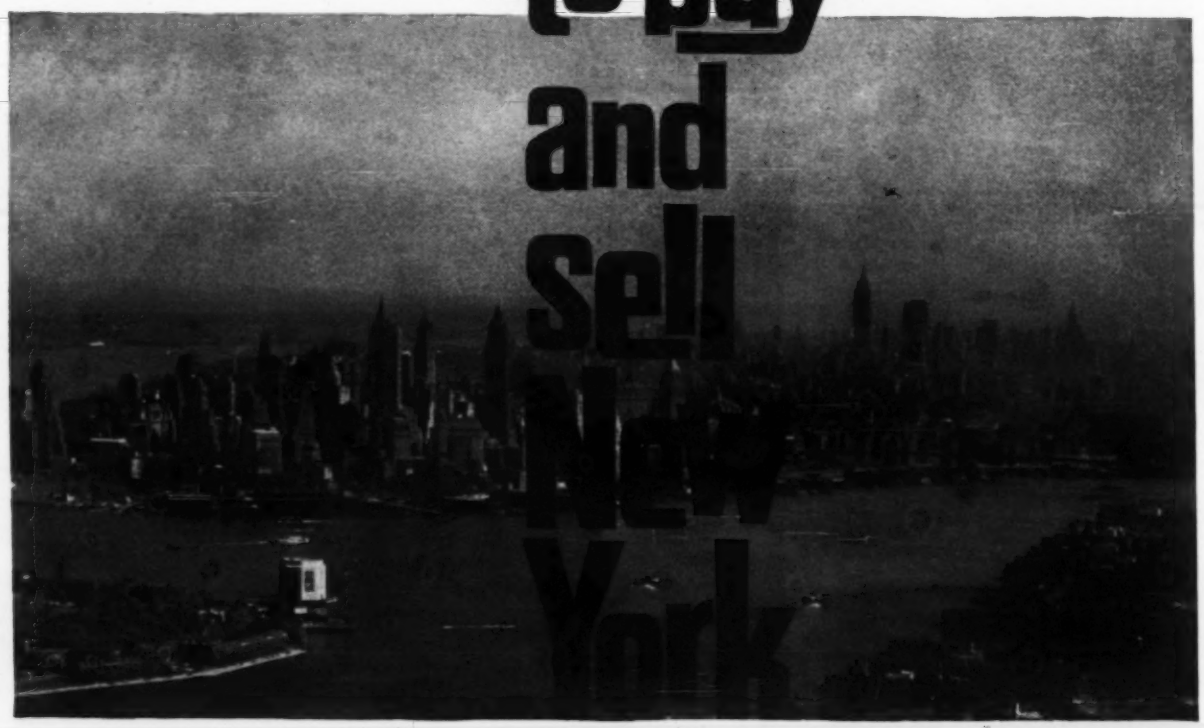
Bank of America's data processing system would be used for Broadcast Clearing House's "one bill—one payment" operation. Here's how the system would work: A standardized "time order" form would be sent by the representative to the station for acceptance and then to the agency for confirmation. The agency would send it to Broadcast Clearing House, where it would be coded upon receipt.

About the 20th of each month, Broadcast Clearing House would send the agency a complete estimate of each client's campaign. About the 10th of the month following broadcast, a final and adjusted bill would reach the agency. Both forms would be in duplicate —one for the agency and one for the client. The agency then would send one check for all of its clients.

■ Stations would receive, about the 20th of each month, a Broadcast Clearing House billing form which it would notarize, note changes in schedules run if different from the order, and return. After receipt of this form, Broadcast Clearing House would send a check to the station. It would send station representatives, about the 10th of the month following broadcast, a commission check with a synopsis of all national spots for each station. #

BOLS SIZE—*Erven Lucas Bols Distilling is telling retailers in b&w pages that Bols' 8-oz. "host size" bottles will help "trade up" customers to liqueurs and imports. Albert Woodley Co. is the agency.*

how to buy and sell New York



1010 WINS NEW YORK

Nationally Represented by The Katz Agency or call WINS, JU 2-7000

Frankly, it's easy on WINS, and we deliver far more than you imagined. Not just New York City, but 24 counties in 3 states surrounding it. Not just homes and offices, but over 2,800,000 cars on the road, as well. Over 17 million people of all ages, interests and incomes whose annual purchases equal those of the next 3 markets combined. Examples? Over 6 billion on food, 2 billion on apparel, 2½ billion on cars and automotive products. Yes, you buy all this when you buy WINSland, the mammoth market reached by Radio WINS.
And summer brings you an extra bonus: 1 million radio-equipped boats that rely on WINS for official offshore weather and marine reports. Buy WINS to sell New York. It's as simple (and profitable) as that.

YOUR NO. 1 MEDIA BUY IN THE NO. 1 MARKET IN THE U. S.

SURE SELLS LAMB

The Free Press

When it comes to lamb, OR ANY FOOD PRODUCT, the Free Press does a superlative selling job! WOMEN LOVE THE FREE PRESS . . . AND it is WOMEN WHO BUY.

Free Press women's pages were judged "best-of-all" in the Midwest by a 1960 University of Missouri School of Journalism study sponsored by J. C. Penney Co.

Women really respond to this kind of editorial excellence. For example: 769 women wrote for a simple lamb recipe mentioned in Tower Kitchen Food Guide. This is a regular Friday food section, devoted to food buying tips, tasty recipes, menus for the week, and food advertisements.

The Free Press is so rewarding to read! FREE PRESS READERS EAT HEARTY AND BUY BIG. The average weekly expenditure for groceries in the Detroit area is $27.46.

48% of Detroit Free Press Families spend from $30 to more than $55 per week for groceries. The Free Press is so rewarding to use!

HERE'S WHY WOMEN LOVE THE FREE PRESS!

Your Food ad in black and white or full color will do its best selling job on the pages of the FREE PRESS Tower Kitchen Food Guide.

The Detroit Free Press

MICHIGAN'S *ONLY* MORNING NEWSPAPER

NATIONAL REPRESENTATIVES: STORY, BROOKS & FINLEY

"With More Feeling... remember you'll be seen in Indiana's Richest Market!"

South Bend people can afford the best (per household income is $7987, Indiana's highest*) but it takes good advertising and a good product to sell them. Their good taste is further expressed by the fact that they've made WSBT-TV the market's leading station. Rating after rating gives WSBT-TV 40% to 47% share of sets in use, sign-on to sign-off. And this in a 3-station market. Reach and sell the 15-county South Bend market with WSBT-TV. Write for 1961 market book.

*Sales Management 1961 Survey of Buying Power.

CBS TELEVISION NETWORK

WSBT-TV

Channel 22 SOUTH BEND, INDIANA

Paul H. Raymer Co. • National Representative

Nisei to Export U.S. Ad Methods to Tokyo in Fall

Hopes to Make Good Despite Halting Grasp of Japanese Language

LOS ANGELES, Aug. 8—Kaz Fujita is a Japanese-American with a headful of dreams about both the advertising business and the land of his ancestors.

A 29-year-old Nisei, Kaz grew up in the large Japanese colony of this city, graduated from a Los Angeles high school, and attended the city college here. He took art courses at Choinard Art Institute, and eventually wound up on the fringes of the ad business as art director for Box Cards Inc.

Kaz Fujita

Although Kaz's father was born in Japan, and his mother was educated there, the country remained only as poems, paintings, and pictures in books to Kaz Fujita until he was about 27 years old.

Then something inexplicable happened. He developed an intense interest in Japan and in its manners, its mores and its art. He resolved to go there and work.

■ There were some problems, however. Language was a big barrier. Nisei, he explained, do not converse in the language of the old country. Therefore, Kaz knew as much Japanese two years ago as, say, a New York traffic cop.

So at 27, Kaz asked his parents to speak only Japanese at home. He polished his conversational grammar with night courses in a local high school, and sought out Japanese speaking friends. He learned the language, slowly.

Other things happened. Through some friends in advertising agencies here, he developed some contacts among visiting Japanese business men. One of these, an industrialist named Mr. Arai, offered to finance Kaz's ad agency in Japan and also sponsor him so he could obtain a commercial visa from the Japanese government.

■ Kaz has since ironed out some of the details. Through Mr. Arai, he has arranged for a Japanese copywriter and account exec to work with him in Japan. The agency, he explained, will be called Ad International and, starting in mid-September, will have offices at Kojimachi Mansion 86, Tokyo.

As for a working philosophy, Kaz hopes to apply some American methods and some "creative competition" in a bid for business against such affluent and high-powered Japanese agencies as Dentsu Advertising. Initially, though, he expects to concentrate in handling collateral ad services for Japanese exporters to the U.S., and vice versa. He hopes to buck the big boys later.

Kaz recognizes, realistically, that despite a better-than-average beginning, accounts have still to be landed, billings have yet to be earned, and "creative" approaches have still to be proven. On top of this, he has yet to master the written Japanese word.

Next month, however, Kaz Fujita leaves on his first trip to Japan to give it a try. #

Econo-Crest Sets $ Give-Away

Econo-Crest, coin operated dry cleaning service, is being introduced with a silver dollar give-away campaign by franchise holders of the small equipment division of American Laundry Machinery Industries, Cincinnati. Silver dollars will be handed out as receipts for laundry and dry cleaning left at Econ-O-Wash laundries across the country. A magazine campaign is planned to promote the give-away. Farson, Huff & Northlich, Cincinnati, is the agency.

Bogerts Adds Account

Bogerts Inc., Los Angeles, has been named to handle advertising and merchandising of Shontex Co., Santa Monica, Cal.

SRDS Data, Incorporated

Responding to the complex informational needs of business, advertising and marketing, offers complete research and data processing services.

Through its five specialized operating divisions:

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Practical electronic computer applications to streamline media department operations and provide more precise data for improved decision-making

RESEARCH DIVISION

Experienced survey research staff, geared to perform all types of media, market and consumer studies and to provide complete research tabulation services

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Efficient data processing to supplement on-premise installations and to perform accounting and business functions for firms that want the benefits of automation

ADVERTISING IMPACT MEASUREMENT SERVICE DIVISION

Comprehensive publication research service providing quantitative reader recognition scores and qualitative verbatim reactions for both editorial and advertising content

MEDIA ALLOCATION THROUGH ELECTRONIC COMPUTERS (MATEC) DIVISION

Pertinent media and market analyses, conforming to exact sales and/or distribution areas, drawing upon extensive machine language data and prepared through high-speed processing

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Responding to the Complex Informational Needs of Business, Advertising and Marketing

432 Park Avenue South
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Telephone: MU 9-6250
A Subsidiary of SRDS, Inc.

138,000 DECISIONS PER MINUTE

Precision Farm Planning— an editorial service of The Progressive Farmer—helps subscribers make better farm management plans with the aid of an electronic brain capable of making 138,000 calculations per minute. To combine electronics and editorials, editors of The Progressive Farmer accumulated a great mass of data from many sources. They traveled thousands of miles to obtain local information on farm prices, crops, soil types, fertility, yields, climate, financial resources, equipment, manpower and many other factors.

All of these data were fed into an electronic computer operated by a national farm management agency. By electronic analysis, a series of blueprints for profitable farming were developed for each of the South's five agricultural regions. Localized Precision Farm Plans were published in each of The Progressive Farmer's five regional editions. Unit factors were worked out for each farmer to apply to his operation in preparing his Precision Plan.

This type of dynamic editorial leadership has placed The Progressive Farmer far out in front of all other magazines in readership and preference among farm families in the 16 Southern states. Month after month, The Progressive Farmer brings its 1,411,000 subscribers (more than 5,785,000 readers) more information on farming and farm living than any other magazine. You don't need an electronic brain to decide that The Progressive Farmer is your best buy to sell the rural South.

The South Subscribes to

THE PROGRESSIVE FARMER

Advertising Offices: BIRMINGHAM • RALEIGH • MEMPHIS • DALLAS
NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO

Capitol Records Uses Print for Judy Garland Release

Capitol Records, New York, is promoting its two-record release, "Judy Garland at Carnegie Hall," with page ads in *The New Yorker*, July 29; *Cue*, Aug. 5; the first issue of *Show Business Illustrated*, Sept. 5; *Life*, Sept. 8; the first issue of *Show*, in October; and the Christmas issues of *Esquire* and *Playboy*. This will be backed with page ads in *Billboard*, *Cash Box*, *Daily Variety*, *Hollywood Reporter* and *Weekly Variety*. The campaign broke July 23 with pages in the *Chicago Tribune*, *Los Angeles Times* and *The New York Times*.

Record dealers will be supplied with window streamers, album covers, counter cards and store displays. The album was recorded at a concert given by Miss Garland last April 23 in Carnegie Hall, New York. Carson/Roberts is the agency for Capitol Records.

REINFORCEMENT
Together
to reinforce
your schedule
An attitude or opinion concerning your product becomes stronger when it is formed, or confirmed through personal associations. Ideas can win greater acceptance when they are presented to all members of a group, simultaneously.
There is a definite way your advertising in Together reinforces your entire schedule . . . to learn how you can project your product story, write or call Together today.
The midmonth magazine for Methodist Families
Together
740 RUSH STREET, CHICAGO 11, ILLINOIS
Together
ABC

Along the Media Path

A three-color montage photograph was published by the **Washington Post** July 28 to urge readers to take along the *Post* on their vacations.

• The **Gazette**, Haverhill, Mass., has offered to finance construction of a model bomb shelter in a central location in the city to provide residents with an opportunity to observe what such a structure involves.

• In connection with the nationwide improved mail service campaign, **WHK**, Cleveland, is broadcasting recorded messages from the city's postmaster, Joseph Franz, urging early mailing of all regular mail.

• A 17-minute sound color slide presentation, "The Best Way Around in San Francisco," is being presented to advertisers in major cities during August by the **San Francisco Radio Broadcasters Assn.**

• The **Banner**, Bennington, Vt., presently being printed on rotary letterpress equipment, will switch to offset in November.

• **WQXI**, Atlanta, has established a radio internship program for University of Georgia students. Under the program, senior journalism students in the radio-television division will work fulltime in the station's news division for one scholastic quarter and will be given 15 hrs. credit toward their degrees. The station guarantees to employ those who complete their training satisfactorily, or to place them with other stations, upon graduation.

• As part of its education service program, the **Cleveland Plain Dealer** has published a 64-page gravure magazine on the history of Cleveland, "Cleveland—a City Grows to Greatness," which will be used in schools and libraries.

• **WNAC-TV**, Boston, celebrated its 39th birthday July 31.

• On July 1-2, **WBRZ-TV**, Baton Rouge, sponsored a Sky-O-Rama, featuring the Navy's famed Blue Angels precision flying team, parachute jumping exhibitions by Army and Navy teams and helicopter demonstrations. The station began airing announcements three weeks prior to the show, with a heavy concentration during the last week. Announcements included a total of 130 chainbreaks, 64 20-second spots and 56 one-minute taped spots.

• The **Carpenter**, official publication of the United Brotherhood of Carpenters & Joiners of America, celebrated its 80th anniversary with its August issue.

• A John Sudarsky Memorial Scholarship has been established at the University of Hartford, endowed by the Suisman Foundation in honor of the **Hartford Courant's** late business manager. The annual award will be presented to the journalism student "who has made a substantial contribution to the university's newspaper, Callboard."

• **The Daily Oklahoman's** Sunday magazine, *Orbit*, will switch from letterpress to rotogravure printing Oct. 1.

• "Instincts in Action," written by Norman Shidle, editor of **SAE Journal**, has been published by the Society of Automotive Engineers. The book contains selected "For Sake of Argument" pieces published in the *SAE Journal* between 1948 and 1961 which deal with how people act and why they act the way they do. Copies, priced at $4 each, are available from Society of Automotive Engineers, 485 Lexington Ave., New York 17.

• For the third consecutive year, the Manchester Savings Bank distributed its annual progress report in the July 30 **New Hampshire Sunday News** and July 31 **Manchester Union Leader.**

• Reprints of "Manual for Modernization," containing a profile of technical improvements in machine tools and presses in the last ten years, plus listing ten common problems in selecting and using replacement formulas, are available from **Metalworking**, Cahners Bldg., 221 Columbus Ave., Boston 16.

• The 1961 "Circulation Analysis of State Farm Papers," which gives the circulation of 41 farm publications by state and region as well as advertising line rates for national, regional and state farm papers, plus simplified mechanical specifications for the state paper group, is available from **State Farm Paper Advertising Bureau**, 20 N. Wacker Dr., Chicago 6. #

Heinz, Best Foods Join in Summer-Fall Campaign

Best Foods division of Corn Product Sales Co., New York, and H. J. Heinz Co., Pittsburgh, have launched a summer and fall campaign boosting Hellmann's Best Foods mayonnaise (the Best Foods label is used in 11 western states) and Heinz ketchup, hot ketchup and chili sauce. The theme, "add color 'n spice and everything nice to make ho-hum lunches into yum-yum lunches," will be used in the promotion featuring 10 consumer tested recipes using combinations of the two company's products.

Point of purchase materials include recipe folders, a 9x3' sign, wrap around display, and shelf talkers and strips. Print ads will include color spreads in consumer magazines and color pages in Sunday supplements and newspapers. Tv advertising also is scheduled. Maxon Inc., Detroit, handles Heinz advertising; Dancer-Fitzgerald-Sample, New York, is the agency for Best Foods.

Ebco to Meldrum & Fewsmith

Meldrum & Fewsmith, Cleveland, has been named to handle advertising for Ebco Mfg., Co., Columbus, O. The account formerly was serviced by Geyer, Morey, Madden & Ballard, Dayton.

Groody Adds Nytronics

Groody Advertising Co., New York, has been named to handle advertising for Nytronics, Inc., Berkeley Heights, N. J., electronics manufacturer.

COMMERCIALS IN COLOR TV SELL 69% MORE PROSPECTS

A study of "Perry Como's Kraft Music Hall," "The Dinah Shore Show," and "Hallmark Hall of Fame" colorcasts shows that color TV commercials were 69% more effective than black-and-white. (Burke Mkt'g Research Survey). Learn more about color TV. W. E. Boss, Dir., Color Television Coordination, RADIO CORPORATION OF AMERICA, 30 Rockefeller Center, New York 20, N. Y., Tel: CO 5-5900

San Francisco Chronicle
LARGEST DAILY
CIRCULATION
IN
NORTHERN CALIFORNIA

"Who's that?" "A metalworking management man."

"What does he do?"

"Administration, Production, Engineering, or Purchasing."

"How do you know?"

"He's reading the IRON AGE."

IRON AGE • a chilton publication • 56th & chestnut streets • philadelphia 39, pa.

The Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

'Advertising Can Be Fun' Is Agency's Mail Meter Slogan

To the Editor: This is submitted as an item that would possibly be of interest to your readers:

In place of the usual kind of metered mail mark ad, Andrew Curcio Advertising Co. of Cambridge, Mass., has elected a light approach. The slogan around the company logo reads "Advertising Can Be Fun," a line the company has frequently used in displays at exhibits and trade shows. Curcio feels it is a refreshing antidote to the prevalent and self-defeating self-analysis among the profession.

David F. Walsh,
General Manager, Andrew Curcio Advertising Co., Cambridge, Mass.

• • •

A H-oo-morous Thought

To the Editor: Your issue of July 10 ["Voice of the Advertiser"] comments on the promotion piece of Benwill.

Anti: Root, Poole, Cook and Brooks.

Pro: Clement, Pontious, Matthys, Minard, Small, Singer and Berchtold.

Was this deliberate on your part or is it true that people with "oo" in their names have no sense of hoomor?

Marshall Pickett,
Vice-President, Picket-Anthes, Toledo.

• • •

Well, Dog Gone!

To the Editor: Speaking of advertising we can do without, here's one for you that appeared in the *Philadelphia Inquirer* on July 28. Too bad these little mutts can't raise a leg!

Yours for wetter water.

William Bolton,
William Bolton Associates, Philadelphia.

• • •

Groesbeck Article Germane to Automotive Aftermarket

To the Editor: I was greatly amused by Kenneth Groesbeck's little tale in your July 24 number. I believe that we could make good use of this article in our publications for the automotive aftermarket and would appreciate your permission to re-print it.

R. M. Levy,
Assistant Account Executive, Martin Fromm & Associates, Kansas City, Mo.

• • •

And Now, a Few Words From the Robot Commando

To the Editor: Our Robot Commando, a many-talented chap, is impressed by your discussion (July 24) of his impending stature for the 1961 Christmas season.

However, he has been somewhat chagringed about your description of him. It seems you neglected some details of importance to him. He does operate via breath control but he launches rockets out of the top of his head—not missiles, as you stated. Missiles, however, are hurled from his arms. Additionally, he moves forward or turns, obeying vocal commands (constantly emitting a special beeper signal) while his searching eyes scan the horizon.

The Robot Commando is pleased that you mentioned two other inventions of the prolific Marvin Glass—the Kissy doll and the Lucky Star Climbing Gumball game. Both are current Ideal products and, he feels, deserve further explanation. Cute, 23" Kissy puckers up and kisses (with proper sound effects) when her arms are squeezed together. The Lucky Star Climbing Gumball game enables youngsters who insert a penny into the bank slot to maneuver a gumball up inclining ramps into a chute from which they receive their chewy reward.

Before he goes beeping off to his toy destiny to join the other famous Ideal products such as the original Teddy Bear, Shirley Temple dolls, Patti Playpal dolls and Mr. Machine, he wishes to thank Grey Advertising for helping launch his career with a rousing commercial soon to be televised.

Incidentally, Advertising Age chose the Mr. Machine commercial as the fifth best for 1960. The Robot Commando predicts you will award a similar accolade for his commercial.

Melvin Helitzer,
Director of Advertising & Public Relations, Ideal Toy Corp., New York.

• • •

For the Man Who Has Everything—Including Jitters

To the Editor: Enclosed is my contribution to your collection of advertisements entitled "Ads we can do without."

This "Public Service" gem appeared in the classified section of the July 30 issue of the *Los Angeles Times*.

You will note that the advertiser was so proud of his contribution to the Civil Defense effort that he preferred to remain anonymous.

George W. Kephart,
Pacific Palisades, Cal.

• • •

We Know Whom You'll Meet: Your Old English Teacher

To the Editor: The enclosed advertisement for Listerine appeared in the July 18 issue of *Look* with the pre-head:

"Be Prepared . . . You never know

JACKSON HAS
$150,000,000 IN
NEW CONSTRUCTION
New VA hospital—new auditorium—new coliseum—new office buildings—new stadium—new 30-mile reservoir—new jet airfield—all now underway, are swelling business activity in the Jackson market by 150 million dollars . . . and lending new importance to Jackson and its 16-county retail trade area.
You can get your share of growing sales from advertising in Mississippi's leading newspapers—the Clarion Ledger and Jackson Daily News.
THE
CLARION ★ LEDGER
AND
JACKSON DAILY ★ NEWS
Jackson, Mississippi
Mississippi's First Newspapers • Represented by the Katz Agency, Inc.
Co-Owners: WJTV (TV) WSLI (Radio)

it's GOOD BUSINESS
to go where
BUSINESS
is GOOD
—and business is good in Winston-Salem . . . a market noted for its "growth-type" blue chip industries. This year three big new plant expansions — totalling over 75 million dollars — will go into operation. This is growth . . . this is employment . . . this is good business. And it's all going on right now in Winston-Salem. Write promotion department for market facts.
YOU CAN'T COVER NORTH CAROLINA WITHOUT THE
WINSTON-SALEM
JOURNAL AND SENTINEL
NATIONAL REP., KELLY-SMITH CO.

whom you'll meet . . ."

The ad copywriter as a Boy Scout would never earn a merit badge in English grammar.

W. Dane Hooper,
Chicago Heights, Ill.

• • •

Recalls Coste's Remarks on Problems Facing Magazines

To the Editor: Apropos of current internecine media squabbles, it might be useful to recall some remarks made on the magazine medium about a year ago by Felix W. Coste, president, Outdoor Advertising Inc., in a speech before the AAW annual meeting in Mexico City.

On the premise that *constructive* intermedia criticism is a healthy thing, Mr. Coste observed that "for the magazines the numbers game is over. . . . The first responsibility of some of them, at least, is to stay in business. How can they do this with normally rising costs, jacked even higher by demand for split runs and sectional editions? They certainly can't do it by meaningless reader impression claims. And they are reaching the diminishing-returns point in forced circulation costs.

"They can do it," Mr. Coste contended, "by performing a desired or essential service for the reader. To this end they should intensify their research to pinpoint areas for reader service. People's interest is keener and far deeper than it was a generation ago. The magazine reading public . . . wanted information in depth. They have become selective and the magazines that would woo them during the next decade had best become selective too. The books that do can survive. Some of the books that do not appeared doomed."

Mr. Coste's remarks certainly have current value in today's media scene.

William F. Flower,
Vice-President, Director of Public Relations, Outdoor Advertising Inc., New York.

• • •

2 Americans Took 'Giant Step' Across U. S. in Recent Months

To the Editor: The name's the same!

It's very interesting to note the similarity of this ad for American Airlines and the popular one used in American Oil Co.'s recent campaign. Both "Americans" feature a "giant step" across a map of the U. S. (American Airlines' ad from July 10th issue of *Purchasing Week*).

I don't mean to imply plagiarism here; this, however, is a curious coincidence.

Bart Ladd,
Elmhurst, Ill.

• • •

DeJur Ad Kept Corporate Image in Copy Prepared for Local Use

To the Editor: A noted Hebrew philosopher named Sholom Aleichem once said: "Twelve of my people, thirteen opinions." Accepting the legend as real rather than apocryphal, I would like to throw an opinion into your editorial pot.

Although we are the agency for DeJur-Amsco Corp., we did not prepare the ad Mr. Fremerman dealt with in your July 17 issue.

However, far too often in my career, I have seen events taken out of context for some self-serving reason. Therefore, regardless of the initiating circumstances, it seems to me some comment by this agency is in order.

In the first place, the ad shown as one which ran in national publications never ran in national publications in that form.

Accompanying it, when it was sent to dealers for their local use, were several variations of headline and body copy and various sizes of illustration material.

In my opinion, the advertising director for DeJur wisely retained some of the DeJur corporate image in the material he prepared for local use. The appeals we have consistently made have been on a high level to business and professional men. I cannot be convinced this type of person will be swayed by free offers.

As a case in point, we were privileged to introduce the Stenorette portable dictating machine in 1955 and within 18 months of continuing factual presentation of the advantages of the machine, we were selling unit for unit against dictating equipment supposedly owning the market for years.

I think your editorial statement, "Although ADVERTISING AGE does not agree with his thesis in most respects," leaves me with very little more to say.

Just this little niggling aside: May I say I hope Mr. Fremerman's ad never ran because he refers to our splendid little product as a companion duplicating machine.

Lee Friend,
President, Friend, Reiss Advertising, New York.

"TALES OF WELLS FARGO" JOINS THE RANKS OF COLOR TV

Last year's black-and-white hit moves up to color TV. The trend is to color. Are you with it? Learn more about color TV now. W. E. Boss, Director, Color Television Coordination, RADIO CORPORATION OF AMERICA, 30 Rockefeller Center, New York 20, N. Y., Tel: CO 5-5900

MEET THE WOMAN IN THE TEAM AT THE TOP!

"No doubt about it, our business is an active one," says John B. Fowler, Jr., Chairman of the Board, Seeman Brothers, Inc., New York, leading distributor of grocery products. "And my secretary, Miss Norma Oswald, has one of the most active jobs on our team. I rely on her to keep things moving at top efficiency in my office." The busier the executive, the more important are the responsibilities of his secretary. And in the selection of office equipment, her recommendations are especially important. That's why so many manufacturers of office products advertise in TODAY'S SECRETARY —and why so many new advertisers keep coming in. In 1961, Kimberly Clark Corp., Parker Pen Company, Port Huron Sulphite and Paper Co., Whiting Plover Paper Co. and other makers of office supplies and equipment have advertised in TODAY'S SECRETARY for the first time. They reach 151,000 subscribers (ABC-audited), plus 345,000 pass-along readers monthly. Phone or write for Fact File on TODAY'S SECRETARY.

TODAY'S SECRETARY

...the magazine that sells the secretary—sells the boss

A GREGG-McGRAW-HILL PUBLICATION • 330 WEST 42ND STREET, NEW YORK • LONGACRE 4-3000

THIS BIG 5TH

5th

EL PASO, TEX.

SERVES 750,950 CONSUMERS

When you buy El Paso, big 5th city of Texas, you reach 750,950 consumers in two states and two nations . . . and El Paso Broadcasters give you 100-proof coverage of this thriving Southwestern market that rates well within the nation's **TOP FIFTY.** Treat your product to a taste of half a billion dollars in retail sales and better than three-quarters of a billion effective buying income. Buy the Big 5th . . . El Paso, Texas . . . and help yourself!

EL PASO BROADCASTERS:
KSET KTSM-TV
KTSM XEJ-TV
XEJ XELO
KELP-TV KELP
KHEY KIZZ
KROD-TV KROD

Aurora Plastics Deserts TV for Magazine Drive

NEW YORK, Aug. 8—The time for a downbeat is when everybody else is on the upbeat.

That's the belief of Aurora Plastics Corp., which—while most major toy advertisers are preparing for the biggest Christmas plunge ever into television—will concentrate its $300,000 Christmas ad program exclusively in magazines.

Aurora's thinking was outlined by D. William Silverstein, marketing director, who said toys advertised on television have gotten an unsavory reputation; too many toys are advertised on television, and most important, for the first time, similar toys will be advertised on tv by more than one manufacturer.

■ Originally, Aurora planned to go into tv this year with everything it had, but Mr. Silverstein pointed out "up until this year most tv toys were non-competitive, exclusive and easily identified. Essentially, tv toys to date have been one-of-a-kind items. But that's all changed now. At least four, possibly more, electric car sets will go on tv, in direct competition with each other and with us. Rather than compete with them, we decided to capitalize on their efforts. There'll be a bewildering array of names, claims and counterclaims for any to be specifically remembered from television."

Mr. Silverstein said that under such circumstances, "tv will simply pre-sell the electric car set, and with our print campaign reaching the parent who will be actually making the purchase, we hope to clinch the sale. We're running the most concentrated print ad campaign ever used in the industry in a one-month period."

Mr. Silverstein added that last Christmas saw "the consumer get fed up with toys advertised on tv. Because they were overpriced and in most cases they failed to live up to their commercials.

■ "People started getting fed up with the mommy-get-me-this, daddy-buy-me-that kind of hard sell the kids were getting," he went on. "You can hardly blame them. We still think tv does the job but didn't like the unsavory reputation tv toys were getting."

While most of Aurora's budget will back scale model electric car and truck sets, Aurora will also promote hobby kits in magazines only. Harold J. Siesel Co. handles the account.

On the media schedule are 16 magazines. Pages will appear in *American Modeler, Esquire, Hot Rod, Life, Look, Mechanix Illustrated, Model Railroader, New York Times Magazine, Popular Science, The Saturday Evening Post,* and *Sport.* A spread is scheduled for *Boys' Life* and one-third pages will run in *Junior Scholastic, The New Yorker, Playboy* and *Sports Illustrated.* #

TAKE A LOOK—*Kroehler Mfg. Co. will use this color spread in the September Ladies' Home Journal followed by two consecutive pages featuring similar room settings, each with the same headline and slogan.*

Storm Adds WAFS Account

Storm Advertising Co., Rochester, N. Y., has been appointed to handle advertising for WAFS, Amsterdam, N.Y., radio station.

Kroehler Drive Aims to Recapture Interest in Home Furnishings

NAPERVILLE, ILL., Aug. 8—Kroehler Mfg. Co. will launch a fall advertising and merchandising campaign designed to recapture the consumer's interest in home furnishings.

The fall campaign follows a trade drive this summer to retailers (AA, June 26) asking "What happened to your slice of the pie?"

Built around the theme, "It's easy to have a beautiful home—Look around your home, everybody else does," the consumer drive will be concentrated in the September *Ladies' Home Journal* with four consecutive full-color pages. The opening spread shows a sectional living room grouping in a room section. The next page shows a bedroom grouping, and the fourth page shows dining room pieces. Each page carries the slogan.

Kroehler is using the ads as a pilot for what it hopes may become a much larger effort on the same theme next year, possibly on an industry-wide scale.

■ Kroehler is merchandising the campaign to retailers with newspaper ad mats using the main theme and a series of radio commercials built around the ease of decorating. In addition, the words from the theme will be used in counter cards, murals for store display and other dealer aids. A trade drive also will support the campaign.

The slogan was pre-tested by Henri, Hurst & McDonald, Kroehler's agency, on consumers at various income and social levels. In the tests, nearly every woman interviewed could remember the key words in the headline, Kroehler said.

To help retailers, Kroehler is developing a brochure explaining why the theme was developed and how stores can use it in selling consumers. Kroehler also has prepared a "home furnishings industry fact sheet" on "What's happened to your slice of the pie?" The study compares the home furnishings industry to other industries in terms of the consumer dollar, and suggests that home goods manufacturers unite to promote the industry and regain sales. #

Kohler Adds Two Accounts

Albert A. Kohler Co., Old Greenwich, Conn., has been named to handle advertising for Polycast Corp., maker of cast plastic sheets, and for Automation Engineering Laboratory, Stamford.

Reincke, Meyer Adds Wagner

Reincke, Meyer & Finn, Chicago, has been named to handle advertising for Wagner Sign Service, Chicago. The account was formerly handled by Wendt Advertising Agency, Toledo.

Harvey-Massengale Appoints

Seaborn C. Langley Jr., formerly southeastern trade relations representative of *The Saturday Evening Post* in Atlanta, has been appointed account executive of Harvey-Massengale, Atlanta agency, a division of Street & Finney, New York.

Edro Appoints Hearst VP

Harry Hearst, formerly vp and western manager of Hoffman Publications, Chicago, has been appointed vp of Edro Advertising, Chicago. Mr. Hearst is in charge of new business and will work as an account executive.

Katzif-George Names Crites

Cy Crites, formerly in media and research departments of Winius-Brandon Co., St. Louis, has been appointed assistant marketing and research director of Katzif-George-Wemhoener Advertising Co., St. Louis.

ASK YOUR BOSTON GLOBE REPRESENTATIVE TO SHOW YOU PAGE 141 OF "THE NEW BOSTON" STUDY.*

ANALYSIS OF THE FIGURES DEALING WITH EXCLUSIVE READERS SHOWS THAT THE HERALD-TRAVELER COMBINATION OFFERS A LARGER NUMBER OF NET UNDUPLICATED EXCLUSIVE READERS WITH FAMILY INCOMES OF $6,000 OR MORE.

THESE ARE THE PROSPER BOSTONIANS – THEY READ THE HERALD-TRAVELER.

MORNING Herald-Traveler EVENING
BOSTON'S HOME-DELIVERED NEWSPAPERS
Represented nationally by Sawyer-Ferguson-Walker

* Not to be confused with "The Buying Bostonians" a Globe promotion piece based on "The New Boston" study.

THE SAN DIEGO UNION AND EVENING TRIBUNE

Information for Advertisers

"A Guide for Successful Sales Meetings," a 12-page brochure giving suggestions for organizing a sales meeting, is available from **Bell & Gosset Co.**, Morton Grove, Ill.

• Population, total homes, total tv homes, retail sales, drug sales, food sales, gas sales, farm population and farm income of the KOMBO-TV market, comprising KWWL-TV, Waterloo-Cedar Rapids, and KMMT, Austin, Mason City and Rochester, Ia., are included in a market data study issued by **Avery-Knodel Inc.**, 720 Fifth Ave., New York 19.

• A survey on sales trends in the photographic industry has been published by **Photo Developments,** 104 E. Michigan, Jackson, Mich.

• The 34th annual edition of "Fairchild's Financial Manual of Retail Stores" has been published by the book division of **Fairchild Publications.** The manual contains data on capital, surplus, income before taxes, earnings, as well as two-year comparisons of assets and liabilities and ten-year comparisons of net sales and profits of more than 240 major publicly-owned retail organizations in ten classifications. Copies, priced at $12 each, are available from Fairchild Publications, 7 E. 12th St., New York 3.

• The 1961 "Equipment Index" has been published by **Construction World.** Included in the index are "Spec Charts" which make it possible to compare every make and model of rubber-tired or crawler tractors, self-propelled and tractor-drawn scrapers, motor graders, and front-end loaders on wheels or tracks. Feature specifications of all models of each manufacturer have been charted for "at a glance" comparisons. Copies, priced at $1 each, are available from *Construction World*, 402 W. Pender St., Vancouver 3. #

Clayton Adds Tire Account

Sidney Clayton & Associates, Chicago, has been named to handle advertising for Bearcat Tire Co., Chicago, a division of Louis Fishman & Co., Chicago.

Weir Adds Microtron Account

Weir Advertising, Los Angeles, has been named to handle advertising for Universal Microtron Corp., Pico-Rivera, Cal., electronics manufacturer.

OFFICE SPACE AVAILABLE
The most distinctive address for your Chicago headquarters. Located in the heart of "advertising row," convenient to and for suppliers to the advertising field.
333
north michigan avenue building
• outside daylight in all offices
• year 'round air conditioning
• fast, ample automatic elevators
• excellent service
WIRTZ, HAYNIE & EHRAT, INC., Managing Agents
Phone: RA 6-8333 (Area Code 312)

NEWSPAPERS THAT MEAN BUSINESS IN SAN DIEGO

With a total net effective buying income of more than **$2 billion** last year, San Diego County ranked 13th among the nation's 200 leading counties in this category. Note these comparative totals:

SAN DIEGO, CALIFORNIA	$2,454,580,000
SAN FRANCISCO, CALIFORNIA	$2,401,671,000
DALLAS, TEXAS	$2,141,158,000
HAMILTON (CINCINNATI), OHIO	$1,926,360,000
SUFFOLK (BOSTON), MASSACHUSETTS	$1,683,018,000

ESTIMATES: 1961 SALES MANAGEMENT SURVEY OF BUYING POWER

Two metropolitan newspapers sell the important San Diego market: The San Diego Union and Evening Tribune. Combined daily circulation is 228,437 (ABC 9/30/60).

Copley Newspapers: 15 Hometown Daily Newspapers covering San Diego, California — Greater Los Angeles — Springfield, Illinois — and Northern Illinois. Served by the Copley Washington Bureau and The Copley News Service.

REPRESENTED NATIONALLY BY NELSON ROBERTS & ASSOCIATES, INC.

"THE RING OF TRUTH" Copley Newspapers

The San Diego Union | EVENING TRIBUNE

WMMS Names Breen & Ward

WMMS, Bath, Me., radio station, has appointed Breen & Ward its New York representative.

DUHAMEL STATIONS deliver more

OF THE LAND OF INFINITE VARIETY

....and the

FASTEST GROWING CITY

in the North Central Region

CBS ABC TV SATELLITE KDUH Hay Springs, Nebr.

KOTA CBS RADIO CBS-ABC TV Rapid City, South Dakota

Jersey Utility's Drive Promotes Farm Products

NEWARK, N. J., Aug. 8—Do you know that in good growing weather a single New Jersey asparagus stalk can grow 10" overnight?

Or that, in terms of food value per dollar, New Jersey white potatoes are one of your biggest bargains in nutrition? In fact, one medium-size New Jersey potato, boiled in its jacket, supplies about one-fourth your daily needs of vitamin C, 10% of the iron, thiamine and niacin. (And as for the notion about all potatoes being fattening—a medium-size New Jersey potato has no more calories than half a grapefruit.)

■ These facts may be gleaned from a free four-color booklet, "The Riches of New Jersey," offered in a statewide public service ad campaign by the Public Service Electric & Gas Co., Newark. The campaign, which obviously steps out of the company's usual line of interest, is a promotion for nine of the state's farm products.

It got under way last June, when the first of the products—eggs—was advertised in a full schedule of 19 daily and 177 weekly newspapers in the state.

The weeklies include 22 in foreign languages—Czech, German, Hungarian, Italian, Polish, Russian, Slovak and Yiddish.

The rest of the program worked out this way: Milk was featured in the days around June 29; blueberries approximately July 13; sweet corn July 20. Peaches will be promoted this week; white potatoes around Sept. 14; apples Oct. 12; and sweet potatoes Oct. 26.

The dailies will carry five-column ads for each product, while 130 weeklies will run three-column ads, and the remaining 47 weeklies will carry two-column ads.

■ According to Phillip Alampi, state secretary of agriculture, "It's the biggest contribution ever made by allied industry, I believe."

The campaign points to the fact that each year "it becomes clearer that the future of New Jersey will be established in the marketplace, rather than on the drawing boards of the planners," Mr. Alampi said.

Each ad offers the free booklet containing information on New Jersey products, plus recipes. It is distributed through the company's home economics department, as well as through the state extension service. A total of 40,000 copies are available.

Williams & London is the agency. #

PUBLIC SERVICE—*Ads like these are being used in the Public Service Electric & Gas Co.'s New Jersey campaign.*

Air France Launches Drive to Promote Off-Season Travel

Air France has launched a summer campaign to promote off-season travel to Europe. The drive is built around a "Jet-Away Holidays" kit, offering six different tours. Ads will play up the jet fare reductions which go into effect Oct. 1 and last through March 31.

The French carrier used color pages in the July 28 *Time* and Aug. 5 *New Yorker*, to be followed by insertions in the September issues of *Esquire*, *Glamour*, *Harper's Bazaar* and *Holiday*. Between Aug. 15 and 29 Air France will run some 23,000 lines in daily newspapers across the country. Radio spots are scheduled for WQXR and WPAT, New York, WFMT, Chicago, and KFAC, Los Angeles. Batten, Barton, Durstine & Osborn is the agency.

Matson Sets New TV Push

Matson Navigation Co., San Francisco, will begin a series of 60-second color spots on the Jack Paar tv show, starting Aug. 14, to promote its Funcruises. Matson terms the Funcruises "a new concept in ship travel," in which the company's ships, the Lurline and Matsonia, will be turned into setting for nightly theme parties and entertainment by Hollywood personalities during a 10-day round trip from California to Hawaii. Large space newspaper ads in selected markets will be used. Fuller & Smith & Ross, San Francisco, is the agency.

El Paso Vista Names Primer

El Paso Vista, El Paso land development company, has named Leonard Primer Advertising, Chicago, to handle its advertising. The company plans to invest $14,000 in newspapers and farm papers for August, and $15,000 each month for the remainder of 1961.

FCC Okays Shifts to Add TV Channel in Rochester, N. Y.

WASHINGTON, Aug. 8—The Federal Communications Commission has approved a complicated financial transaction which will enable two Rochester, N. Y., tv stations which currently share a channel to each have a channel of its own.

Under the arrangement, Transcontinental Television Corp., which operates WROC-TV on Channel 5, Rochester, is selling its property to WHEC-TV and WVET-TV, currently sharing Channel 10. Transcontinental is receiving $6,500,000 with WVET-TV (Veterans Broadcasting Co.) putting up $2,432,000 and WHEC-TV (WHEC Inc.) $3,692,000.

■ At the completion of the transaction, WVET-TV will operate on Channel 5, from Transcontinental's facilities. WHEC-TV will have Channel 10 to itself.

FCC conditioned the transaction on the willingness of WROC-TV to move to Channel 8, as part of a shuffle of upstate New York tv assignments which has been proposed in order to get a third vhf assignment into the Rochester area. Chairman Minow dissented, and Commissioner Bartley dissented in part.

■ Other major station transfers approved by FCC included:

Permission for Capital Cities Broadcasting Corp., which has stations in Providence, Albany, Durham, and Adams, Mass., to buy WKBW, Buffalo radio-tv, for $14,000,000, the third largest all-broadcast package sale in history. Capital was also authorized to buy WPAT, Paterson, N. J., radio station, for $5,350,000, Chairman Minow and Commissioner Bartley dissenting.

Permission for James Broadcasting Co., which has stations in Jamestown, Salamanca, and Dunkirk, N. Y., to buy WERC and WERC fm, Erie, for $335,000. Chairman Minow and Commissioner Bartley dissenting. #

Byron & Carr Becomes Byron Again as Carr Goes Midwest

Mark Byron Inc., New York, which changed its name last February to Byron & Carr, has reverted to its original name. Mark B. Byron, president, said the agency resigned the account of Statistical Tabulating Corp., publisher of *Coupon*, and that William B. Carr, former agency vp, would "continue to serve that account in Chicago."

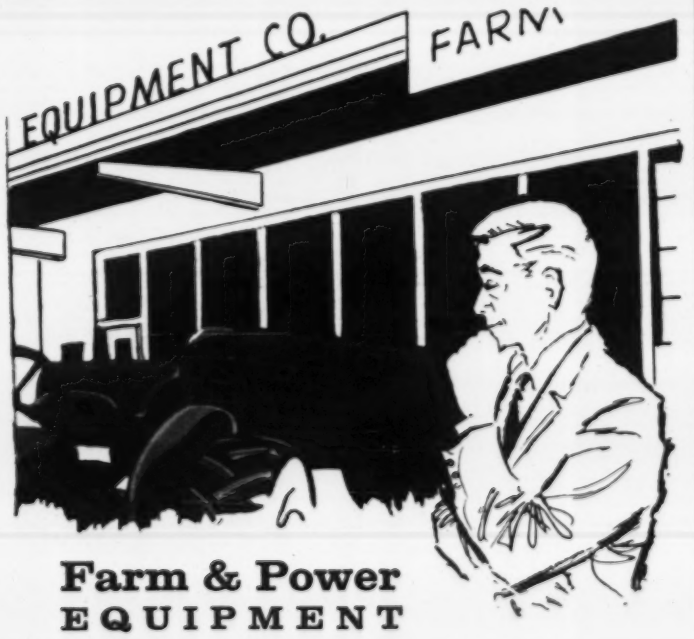
Mr. Byron said "the decision was made after the Chicago client had indicated a preference for a Chicago agency operation." He added, "income from the account did not warrant opening a Chicago office." Mr. Carr, onetime advertising head of *McCall's*, is a former vp of N. W. Ayer & Son, Chicago. According to Mr. Byron, "Mr. Carr is expected to announce his Midwest affiliation at an early date."

Electronics Book Changes Name

Electronic Periodicals, Cleveland, O., has changed the title of its publication, *Jobber News & Electronic Wholesaling*, to *Electronic Distributing*.

PRESENT PAPERS WITH DIGNITY

SEND $1.00 FOR 10
JIFFOLD PRESENTATION COVERS
(regular $2.10 value)
HOLDS 20 8½" x 11" SHEETS
SOFT • WHITE • DISTINCTIVE
UNIQUE STITCHING
WILL NOT SNAG OR SCRATCH
CLINT LEAP, INC.
737 Locust Corner Road
Cincinnati 45, Ohio



Farm & Power EQUIPMENT

Reaches the type of dealer YOU would Personally Call on

Farm & Power Equipment concentrates circulation only among dynamic dealers with the capitalization, the servicing facilities and the desire to keep pace with modern merchandising methods . . .

Dynamic dealers who work with other above-average dealers in a trade organization . . .

Dynamic dealers who annually sell more than 89% of all farm, light industrial power equipment and allied lines bought in the U. S.

Write for full details.

One Ad Leads To a Campaign in . . .

FARM & POWER EQUIPMENT
The Industry's Merchandising and Management Publication
2340 HAMPTON MISSION 7-3333 ST. LOUIS 10, MISSOURI

ARE YOU MISSING? THIS HIGHEST-QUALITY MARKET OF ALL ?

OTHERS AREN'T

YACHTING led all consumer monthlies* in total advertising pages for the first 6 months of 1961.

QUALITY CHARACTERISTICS

YACHTING readers are club members (82%), predominantly professional people and executives whose average annual income is $17,774, median income $14,360. 83% are home-owners, over 60% own at least 2 cars, 95% own a yacht, and 85% travel abroad (mostly first class). And they entertain a lot — at home, on board, at the club.

CONCLUSION: If yours is a quality product or service, it belongs in YACHTING.

FOR ADDITIONAL INFORMATION— or to place your space order — write, or call collect, Bob Bavier.

Fortune was second. We recommend it too!

Yachting POWER AND SAIL

YACHTING PUBLISHING CORP.
205 E. 42 ST., N. Y. 17, N. Y.
MURRAY HILL 9-0715

Auto Makers' Ads for '62s Set for September Blastoff

(Continued from Page 1)

tors and Chrysler are due to expire Aug. 31, while the American Motors and Studebaker contracts run a few weeks longer. Strike votes among UAW members probably will be held within two weeks.

An interruption of production could mean a delay in ad plans, since a company does not like to announce a new product until its dealers have models to show the public. But the companies may have passed the point of no return on some of their magazine and tv plans, so it looks as if the announcements will have to be on schedule.

■ While a general strike by the UAW against one or more of the auto companies is the most potent threat, strikes at local levels, concerning purely local issues, are more probable, and they could be just as disrupting to the advertising plans.

A local strike at an engine plant, for example, could force a shutdown of final assembly operations, and have the same over-all effect on automobile output as an all-out strike.

The current auto negotiations in Detroit, conducted at corporation level with the UAW International, involve financial matters, pensions, and other broad problems. Following settlement at the national level, the local unions will take up their problems with individual plants.

In 1958, General Motors production was held up six weeks while a series of local issues were settled. But introduction of new cars was not affected that year, according to GM, because GM had "filled its pipelines" with an inventory of parts and components, so that final assembly of automobiles was not hampered.

■ GM said it is proceeding now on the assumption that 1962 models will be introduced on time. The schedules call for most of the '62 ads to compete for exposure in the last two weeks of September and the first week of October. A few models will be introduced later in the year.

• **Chrysler Corp.** is tying all its new car announcements into the World Series, which it will cosponsor on radio and tv networks. Consequently, all Chrysler car lines will be introduced to the public Friday, Sept. 29, with newspaper ads breaking in p.m. editions of Sept. 28.

• **Plymouth** and **Valiant** will use a color spread in *Life* and *The Saturday Evening Post* that week, with followup ads in *Look* and *Reader's Digest*. Plymouth also will uncover an outdoor posting in 65 markets Sept. 29, and will open a three-week spot radio campaign in 50 markets, followed by another two weeks in November.

• **Chrysler** will use four-color spreads in *Life* and *The Saturday Evening Post* during announcement weeks, and will follow in *Ebony, Holiday, Look, The New Yorker, Reader's Digest, Sports Illustrated* and *Sunset Magazine*.

A spot tv campaign in key markets, and a direct mailing to 1,265,000 names also are planned.

• **Imperial** will get announcement ads (four-color spreads) in *The New Yorker, The Saturday Evening Post, Sports Illustrated* and *Time* the week of Sept. 25, followed by *Diplomat, Fortune, Holiday, National Geographic, Newsweek, Palm Beach Life, Park Avenue Social Register, Social Spectator, Town & Country*, and *U. S. News & World Report*. A mailing to some 250,000 names also is scheduled for Imperial.

• **Dodge's Dart, Polara 500** and **Lancer** will break in p.m. newspapers Sept. 28, but the rest of Dodge's announcement plans have not been revealed.

• **Lincoln Continental, Mercury** and **Comet** also are slated to make their dealer debuts Sept. 29, which means newspaper ads will break during the week of Sept. 25.

• **Lincoln-Mercury** division will use the Alfred Hitchcock show on NBC-TV for Mercury and Comet, either with a teaser commercial Sept. 26 or an announcement Oct. 3.

The only L-M magazine schedule tied down so far is a four-page gatefold for Mercury and Comet in *Life, Look* and *The Saturday Evening Post* the week of Oct. 2. A direct mail campaign also is scheduled.

• **Pontiac** will be one of the first to break into print, with newspaper ads running in evening editions Sept. 20 for Pontiac and Sept. 21 for Tempest. Other plans have not been revealed.

• **Cadillac** and **Oldsmobile** announcement ads will break Sept. 21, with **Chevrolet** adding to the heavy schedule for Sept. 28.

• **Buick's** announcement is slated for Sept. 27, with ads scheduled for 3,800 newspapers. Buick will use nearly 300 radio stations for a concentration of 10,000 spots during a two-week period starting a week before and after announcement day. Buick will also use the "Sing Along with Mitch" tv show Sept. 28 and ads in 25 magazines.

• **American Motors** is planning a single announcement for its Rambler American, Classic and Ambassador lines on Oct. 5, with newspaper and magazine ads running that week. #

Jacob Ruppert Is Back in N. Y. Market via Radio

NEW YORK, Aug. 10—After a year-long hiatus, Jacob Ruppert, Manhattan's only major brewery, is back on the air here.

For the first six months of 1961, Ruppert put pretty nearly all its ad money into New England, where it's traditional leader in the beer business. The only New York advertising for its product was some outdoor and some neon signs and point of purchase displays.

The brewery was $2,500,000 in the red last year, having racked up a total deficit of $3,600,000 in the past three years. But as a result of drastic cost-cutting measures in February, John J. Waldron, exec vp, recently predicted the company would end the first half in the black.

■ "We are making money," George Ruppert Vernon, vp and ad manager, said. Consequently, the company is moving back into the New York market by way of radio. "Radio suited our needs best," he said. "It's flexible, and in summer it gives us a high male audience."

He added that it was hard to say whether Ruppert would also begin using other media, such as newspapers. "We are doing this one step at a time," he explained.

Ruppert has lined up seven stations for the campaign, which started Aug. 7. They are WNBC, WCBS, WOR, WNEW, WMGM, WABC and WMCA. The schedule calls for a total of 61 spots per week (all 60-second) running through November.

Warwick & Legler is the agency.

Last Minute News Flashes

Lake Central Airlines Appoints Shaw

INDIANAPOLIS, Aug. 11—Lake Central Airlines has selected John W. Shaw Advertising, Chicago, as its agency, effective at once. Lake Central, which operates in eight states and District of Columbia, has not had an agency for six years. Shaw won the business in competition with 35 other agencies.

Heinz, Best Foods in Joint Drive; Other Late News

• **H. J. Heinz Co.** and **Best Foods** division of Corn Products Co. will spend an estimated $400,000 in a three-week promotion, starting the end of August, for Heinz tomato ketchup and Hellmann's mayonnaise. Color spreads will appear in four magazines and color pages in four national and eight or ten independent supplements. Radio and tv spots will run in about 50 markets, plus commercials on eight NBC-TV shows. Maxon Inc., Detroit, is the Heinz agency; Dancer-Fitzgerald-Sample, New York, handles Hellmann's.

• **West Gillingham,** vp and account executive of Clark & Bobertz, Detroit, has been named exec vp and general manager of the agency—a new position.

• **C. L. (Bill) Smith,** formerly with Batten, Barton, Durstine & Osborn, has joined American Airlines (where his brother, C. R. Smith, is president) as director of sales and service planning. He will report to G. Marion Sadler, vp and general manager.

• **Swank Inc.,** New York, has entered the writing instrument field with a $5.95 lifetime guaranteed Javelin pen and pencil set and a $12.95 12K gold filled version. Test marketing starts in October, using Sunday supplements here and in Philadelphia, Chicago, Los Angeles and Houston, and will be followed by national magazine advertising for Christmas. Theme will be based on the craftsmanship of the master jeweler in the writing instrument field. Robert M. Marks & Co. is the Swank agency.

• **Howard A. Harkavy** has dissolved his agency of that name and has joined Hazard Advertising Co., New York, as a vp. Several accounts totaling over $1,000,000 in billings have followed Mr. Harkavy. Among them are Polarad Electronics Corp. and several Chilton publications. One former Harkavy client, Business Publications Audit of Circulations, has still to decide where it will move.

• **Link-Belt Speeder Corp.,** Cedar Rapids, Ia., manufacturer of shovel-cranes and diesel pile hammers and a subsidiary of Link-Belt Co., has named Brady Co., Milwaukee and Appleton, as its agency. Klau-Van Pietersom-Dunlap, Milwaukee, the former agency, continues to handle Link-Belt Co. and two other subsidiaries.

• **American Broadcasting Co.,** New York, has appointed Daniel & Charles, New York, to handle advertising for its owned radio stations. This ABC unit did not have a previous agency.

• **Shell Oil Co.,** New York (Ogilvy, Benson & Mather) reportedly has a media test going in about 11 markets using various combinations of radio, tv and newspapers. The test is expected to run through December. Shell began nine to 15-week flights of radio spots for bulk gas sales in southeastern markets July 12; a tv spot campaign promoting a dealer contest was started in approximately 50 markets July 24 (AA, July 17).

• **General Outdoor Advertising Co.** will repeat its program of aid to the automobile industry this winter with a promotion 10 to 15 times as large as the experimental posting last April and May. GOA said that 19 outdoor companies will cooperate in the push, adding that the promotion will use more than $1,000,000 in poster space between Jan. 22 and Feb. 22.

• **National Distillers Products Co.,** New York, exclusive U.S. importer of Prefontaines French wine, will launch a spot radio push for the wine on Aug. 14 on QXR Network stations in New York, Albany and Rochester. On Sept. 5, the push will be extended to WXHR, Boston; WGR, Buffalo; WPFM, Providence, R.I.; WCCC, Hartford; WITH, Baltimore, and WASH, Washington. Lawrence Fertig & Co., New York, is the agency.

• **Advertising Federation of America** and **Assn. of National Advertisers** have asked to be heard when the House interstate and foreign commerce committee takes up six bills Aug. 22-23 authorizing the Federal Trade Commission to issue "temporary" cease and desist orders. The ad groups will strongly oppose the new power. Chairman Paul Rand Dixon says it's needed because FTC is powerless to stop abuses until the completion of lengthy litigation *(See "In Washington," Page 93).*

• **Sen. John Pastore** (D., R.I.) today introduced legislation (S. 2400) which authorizes the Federal Communications Commission to regulate networks. He promises hearings later this year on the bill, which has been proposed by the FCC. While the bill lets FCC regulate the business arrangements of networks, it does not provide for licensing.

• **Avis-Canada** has started a campaign using 45 pages in *Reader's Digest* (French and English editions), *Time, Saturday Night, Canadian Business* and *Canadian Aviation*, and 30 ads of 600 lines each in *Financial Post*. The agency is J. Walter Thompson Co., Montreal.

• **John Bunch,** formerly account group head on Philco of Batten, Barton, Durstine & Osborn, New York, has been named account management supervisor on Smith-Corona Marchant. James Kellogg, previously on the men's wear portion of DuPont, has been tapped as account executive on Smith-Corona office products; an account executive on the company's consumer products has not yet been appointed. BBDO picked up the nearly $2,000,000 account last week (AA, Aug. 7) after four shops "went down to the wire."

• **Eaton & Howard,** investment manager and underwriter, has named Mogul Williams & Saylor to handle its account, which bills about $250,000. The former agency was Albert Frank-Guenther Law, New York, which last week lost Harris, Upham & Co., another investment house, to Rockmore Co. (AA, Aug. 7). Eaton & Howard said "a strictly general agency" could better erve its advertising, merchandising, marketing and publicity needs.

• **Reuben H. Donnelley Corp.,** reported to be buying two publications, said Friday it "was premature" to discuss the matter. However, the company indicated a statement might be forthcoming this week.

'Mislabeling' Seizures in FDA Drive Reach 99

(Continued from Page 1)

was reduced in January. But it told the judge the Multi-Pak and the individual rolls for vending machines are shortweight, despite the fact that the company was warned after a plant inspection.

Under the order the company risks contempt of court if it ships shortweight merchandise. The order also applies personally to the company treasurer, Joseph T. Hand. At the Aug. 17 hearing FDA plans to seek a temporary injunction to replace the temporary restraining order.

Under a multiple seizure program, FDA has made 16 individual seizures of Puffed Rice and Puffed Wheat for short weight. During the past week, seizures were made at stores of Safeway, Grand Union, A&P, Stop & Shop, and First National in various parts of the country.

■ In addition to Tootsie Roll, FDA seizures in the candy field this week included Beech-Nut Lifesavers (inconspicuous labeling and shortweight); National Licorice Co.'s Licorice Twists (inconspicuous labeling); Safeway's chocolate covered peanuts (inconspicuous labeling); Flavour Candy Co. candy (shortweight); and New England Confectionery Co. candy mints (shortweight).

FDA had previously seized shipments of Standard Brands tea bags and Tetley instant tea. This week it charged tea from Levering Coffee Co., Camden, was shortweight, and that tea bags from Boston Tea Products Co., New York, seized at a Food Fair store in Baltimore, were shortweight.

■ Other seizures this week, many of them at major food stores as well as at wholesale warehouses, included potato chips (Frito Co., Seattle); imported dates (National Biscuit Co., New York); ground white pepper and ground nutmeg (McCormick & Co., Baltimore); bread (Continental Baking Co., Seattle); and onion soup mix (Blue Ribbon Foods Inc., Suffern, N.Y.).

Food & Drug Commissioner George Larrick emphasized that most products are properly labeled, but that FDA is "shocked" to find that its surveys show some manufacturers are failing to give the consumer full measure.

Variation from stated weight is allowable when due to normal moisture loss or unavoidable variations that occur in machine packaging, he said. But in these seizure cases the weight is below the net weight declared, after allowance for moisture loss and other unavoidable variations. #

Mantle Testimonials Tagged Out by FTC

WASHINGTON, Aug. 10—Baseball slugger Mickey Mantle was tagged "out" by the Federal Trade Commission today, when he was caught endorsing milk and dairy products which he doesn't really use.

The commission broke up the game when they found Mantle endorsing milk and dairy products of Mid-West Creamery Co., Ponca City, Okla.

In an agreement to discontinue the practice, Mr. Mantle, the dairy, and All-Star Dairy Assn., a New York promotion organization for independent dairies, all agreed that the Mantle endorsement will only be used in the future for products which Mr. Mantle actually uses and prefers. #

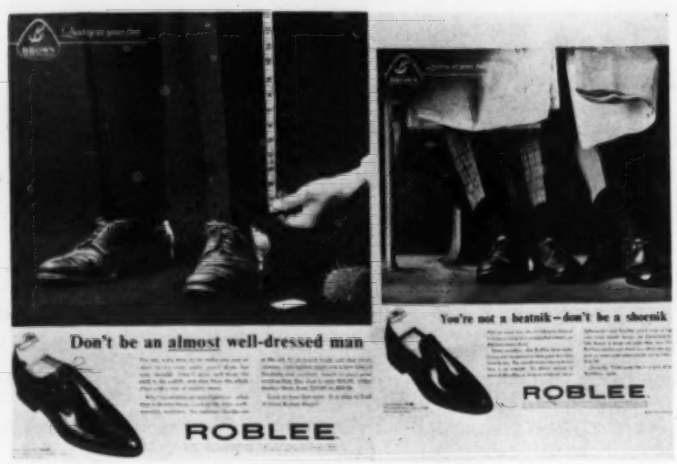
Don't Be 'Shoenik,' Brown Shoe Says in Ads for Roblee Line

St. Louis, Aug. 10—"You're not a beatnik—don't be a shoenik," will headline a new fall campaign by Brown Shoe Co. for its Roblee division.

Page ads in consumer magazines featuring photo illustrations of the feet of well dressed men with shabby shoes, will point out the basic theme: "You aren't well-groomed unless your feet are, too."

First ad in the series is slated for the September issue of *Esquire*, with page insertions scheduled for two issues of *Life* and one issue of *Time*.

Leo Burnett Co., Chicago, is the agency. #



HEAD TO TOE—*Brown Shoe Co., St. Louis, will attempt to make males self-conscious about their shoes with ads like these next fall.*

Revised SEC Ad Rule Says Investment Counselors Must List Good, Bad Tips

(Continued from Page 1)

ing those of tipsters at the race track.

"Even our conservative newspapers carry horrendous advertisements as to the prowess of particular advisers," he wrote.

■ The original SEC rule would have banned any advertisement which called attention to past recommendations. In response to comments, SEC has revised the proposal so that counselors may offer to provide information about past recommendations, provided they supply (1) a complete list of all recommendations made during a preceding period of not less than a year, or (2) a truly representative list which shows those which were unprofitable as well as those which were profitable. SEC also specified that ads of this kind must contain the warning, "in print or type as large as the largest print or type used in such advertisement or list": "It should not be assumed that recommendations made in the future will be profitable or will equal the performance of the securities on this list."

Another of the changes in the new proposal defines "advertisement" as any notice, circular, letter or other written communication addressed to more than one person, or any notice or other announcement in any publication or by radio or television."

The new definition was adopted after counselors complained the original draft was so broad it might interfere with face-to-face counseling of individual clients.

A Sept. 15 deadline was fixed for comments on the new proposal.

Lever to Put $3,500,000 into Debut of Syrup

(Continued from Page 1)

brand in the field in Log Cabin. The No. 2 brand is Penick & Ford's Vermont Maid.

Placed in test markets last year, Mrs. Butterworth's syrup now has wide distribution west of Kansas City. Lever describes it as "an almost overnight success in its test markets, where its introduction increased the total syrup business 21% within a few months."

Lever notes that syrup market sales have more than doubled since 1949.

■ Mrs. Butterworth's syrup will be backed by saturation schedules in daytime and evening television. In addition to a heavy spot schedule, the product will get support on all six of Lever's network evening shows. The print schedule calls for heavy use of four-color hi-fi newspaper pages, as well as a major drive in Sunday comics supplements. Some newspaper ads will carry money-off coupons, and later Lever will be couponing via the mails.

General Foods backed Log Cabin last year with a budget of about $1,000,000. Lever says the Mrs. Butterworth's introduction "is pegged at three times the weight of any other brand of syrup."

The new Lever product is unusual because of its butter content. Advertising will make a point of this, implying that pancakes and waffles can be smothered with Mrs. Butterworth's syrup without the need for the separate addition of butter.

■ Lever claims that "consumers have enthusiastically reported a 2-to-1 flavor taste preference for the new convenience product over the currently leading brand."

One of the basic theme lines in advertising will be, "The best thing that ever happened to a pancake."

Mrs. Butterworth's syrup is packaged in an amber glass figurine bottle that Lever says is "ideally suited for use as a decorative container right on the table."

The product will be priced competitively—39¢ for the 12 oz. size, 69¢ for the 24 oz. size. #

Hughes Adds Rug Account

E. J. Hughes Co., Springfield, Mass., has been appointed advertising agency for Faber's Rugs & Carpets, Thompsonville, Conn. Billing is estimated at over $100,000. A campaign emphasizing newspaper ads with radio support has begun. The account was formerly handled by Randall Co., Hartford.

Colgate's Fluoride, Cue, Enters Dentifrice Derby

(Continued from Page 1)

fluoride, right after the debut of P&G's Crest, but Brisk proved limp at the sales counter and today it is sold without benefit of advertising. Bristol-Myers isn't new to the fluoride field, either, having launched a brand called Sentry in 1956 which never got out of test markets.

■ If fluoride, as an ingredient, runs true to form in a volatile, expanding market, it will power the creation of new brands and topple others—just as the ammoniateds, the chlorophylls, the anti-enzymes have done since 1949.

Dentifrice marketing was a fairly placid occupation until 1949. The total market increased at a leisurely 3% annually, and nearly one of every two tubes sold was the minty-taste Colgate brand. Then came the relatively unknown Jersey company, Block Drug, with an ammoniated dentifrice called Amm-i-dent that carved a 10% share-of-market for itself.

The new ingredient stayed new for two years—then it was inundated by a green wave of chlorophyll. This time it was Lever Bros. that rode the wave and rolled to a 6% share-of-market with Chlorodent behind "the biggest ad budget ever put behind a new dentifrice."

■ Nearly $45,000,000 worth of green toothpastes were sold as the public went chlorophyll crazy. It was two years more before the chlorophyll market started to crumble. Then the dentifrice donnybrook resumed with anti-enzyme. Lambert Pharmacal came up with Listerine Antizyme; Colgate discovered Gardol; Ipana turned up on retail counters with WD-9. Then came Procter & Gamble with Gleem and its GL-70 enzyme inhibitor.

Druggists began to moan. Like the cigaret business today, the array of brands and their variations was a bit bewildering: Regular, ammoniated, chlorophyll, anti-enzyme, anti-enzyme-chlorophyll and ammoniated-chlorophyll.

But the dentifrice producers were ecstatic. The market had grown an estimated 89% between 1948 and 1955 and was worth perhaps $155,000,000 at retail.

■ Then came P&G's move to a fluoride toothpaste, and Crest came on the market to be followed by Brisk and Sentry. By 1958, the aerosol age came on the scene; dentifrices went into pressure cans, but never quite got the consumer acceptance hoped for.

P&G's Crest did well, and when the American Dental Assn. endorsed it in 1960, the brand was in clover. Today, P&G brands control over 45% of a $235,000,000 retail market, and P&G has replaced Colgate-Palmolive as the No. 1 factor in the industry.

Recent share-of-market figures show Colgate still slightly in the lead, with just over 27%. But Procter & Gamble's Crest is coming up fast and is at 25.9% (as compared with about 11% before the ADA recognition), and P&G's Gleem is in third place with about 20% of the market. Lever's Pepsodent, once the No. 2 toothpaste in the field, is now fourth with 10% of the market; Ipana has about 6% and Stripe (another Lever brand), slightly over 5%. Dozens of other brands divide less than 10% of the market.

■ Here are some comparisons with 1953, 1954, and 1956:

In 1953: Colgate had 45%; Pepsodent 12%; Ipana 10%; Amm-I-dent 10%; Chlorodent 6%. In 1954 Colgate had 37%; Gleem 20%; Pepsodent 10%; Ipana 8%; Amm-I-dent 6.5%; and Chlorodent 4%. In 1956 Colgate (Gardol and Brisk) had 35%; Gleem 21%; Crest 12%; Pepsodent 11.5%; Ipana 8%; Amm-I-dent 1.2%. #

Fred Klein Joins North; Sullivan Heads DDB, Chicago

Fred Klein, who has been manager of the Chicago office of Doyle Dane Bernbach Inc., which he organized in 1958, has been appointed a vp and chairman of the plans board of North Advertising, Chicago. Prior to joining DDB, Mr. Klein had been vp and account supervisor of Earle Ludgin & Co., where he supervised Helene Curtis and Tidy House products. Before that, he had been brand and advertising supervisor for Toni Co. for eight years.

Fred Klein D. J. Sullivan

Daniel J. Sullivan, who joined Doyle Dane in Chicago last February as an account supervisor, succeeds Mr. Klein as Chicago manager. Before joining DDB, Mr. Sullivan had been with Foote, Cone & Belding, Chicago, for 13 years.

Father's Day Sales Increase

Alvin Austin, director of the Father's Day Council, reports that retail sales for 1961 Father's Day reached a record $949,000,000, a 3.16% increase over 1960.

'American Auto' Renamed 'Auto Int'l' to Fit 'Reality' of Business Overseas

New York, Aug. 9—McGraw-Hill Publishing Co. plans to revamp *American Automobile/El Automovil Americano* to bring the magazine in line with the "reality" of the overseas automobile business.

The reality, according to John E. Slater, publisher, is that the U.S. product no longer lords it in foreign markets.

To meet this situation, the magazine will be renamed *Automobile International*, starting with the October issue. The Spanish-language edition will be titled *Automovil Internacional*. Combined circulation of the two editions will be over 30,000.

The magazine will also have a new cover, a new contents page and a modernized layout. It will carry a new international news section featuring on-the-spot coverage from the auto capitals of the 90-plus countries in the U.S. export market. Beginning in October, it will broaden its coverage of vehicles, parts and equipment manufactured overseas, while continuing to report on American products and service methods.

■ Mr. Slater said the move had been extensively researched. Earlier this year, Joseph Van Denburg, assistant publisher and editor, made a world tour to study reader interests and problems. He reported that "automotive business men are no longer predominantly concerned with U.S. automotive products. They are increasingly concerned with vehicles built or assembled in dozens of different countries."

As for the potentialities, he said that currently there are 53,000,000 registered vehicles abroad, as against roughly 80,000,000 in the U.S. "They are virtually where the U.S. auto market was when it hit its boom," he said.

■ Last year, some 7% of the magazine's advertising pages were from advertisers abroad. So far this year about 12% of the space was taken by overseas advertisers. The magazine currently boasts about 50 overseas advertisers. #

Conde Nast Reports 1st Half Sales Dip, Loss of $344,732

New York, Aug. 8—Conde Nast Publications reported a net loss of $344,732 for the first half of 1961, compared with a profit of $427,859 in the same period last year. Net sales declined from $25,242,444 to $24,142,637.

I. S. V. Patcevitch, president and chairman of the board, said the decreases were due "principally to the decline in advertising 'revenues for the period and to the decrease in pattern sales resulting from our gradual winding up of pattern activities."

On April 1 Conde Nast transferred, via a licensing agreement, its Vogue Pattern operations to Butterick Co. These included pattern manufacture and the publication of "Vogue Pattern Book," issued six times a year. The operations had been losing money at Conde Nast for several years, and the company had had them on the block for some time. Mr. Patcevitch said the magazine industry's over-all dip in the first half "correspondingly affected the volume of our printing and engraving in our manufacturing divisions.

■ "Although the country is apparently pulling out of the business recession," he added, "it is not as yet reflected in increasing advertising schedules, particularly in the fields served by the company's magazines. Conde Nast circulations, however, are holding up extremely well, and should benefit rapidly from any upturn." #

'Production' to Launch International Edition

Bramson Publishing Co., Birmingham, Mich., will begin publication of an international edition of *Production* in December. The new edition will be circulated in Great Britain, West Germany, France, Italy, Denmark, Sweden, Norway, Finland, Austria, Switzerland, Australia, Japan and the Benelux countries.

PSI, L&N Split

PSI Industries, Los Angeles, which was hailed as a potential $1,200,000 account last spring, has split with its agency, Lennen & Newell. The company, through complicated arrangements between supermarkets and food suppliers, was supposed to handle a $1,000,000-plus budget in newspapers, radio and tv.

Dahlgren to 'Traffic World'

Douglas E. Dahlgren, formerly central sales manager of Minneapolis & St. Louis Railway Co. division of Chicago & North Western Railway, has been appointed midwestern advertising representative of *Traffic World*, Washington. Mr. Dahlgren will headquarter in Chicago.

13,300,000 GUARANTEED CIRCULATION

A Reader's Digest report to advertisers

Starting with the January, 1962, issue, Reader's Digest guarantees an average paid circulation of 13,300,000 in the U.S. alone.

The number is so big that putting it into the same frame of reference with other advertising media is a problem. Perhaps this helps:

13,300,000 is twice the U.S. circulation of Life, Look or the Post. Few network TV shows are seen in as many as 13,300,000 homes. 13,300,000 is one U.S. home out of four.

But circulation quality, we believe, is even more important than quantity.

How it grew

You know a lot about the quality of an advertising medium's circulation if you know how it was acquired.

The Digest's circulation-promotion policy has not changed since the magazine was founded nearly 40 years ago. Here is our proposition to prospective subscribers: *Try Reader's Digest . . . if you like it, buy it.* We extend the offer chiefly through the pages of the Digest itself and by direct-mail and local-media advertising.

10,000,000, or 75 per cent, of our new guaranteed total were solicited and became subscribers *entirely by mail.* Nearly two million more, each issue, choose the Digest at their newsstand or supermarket—more than buy any other general magazine (except TV Guide) at any price.

These are *voluntary* buyers. *Voluntary* circulation, we find, is highly loyal and responsive.

What "who they are" means to advertisers

Digest buyers are *readers.* And readers are not "just people." Being readers, they are better educated, more influential, have more money to spend than the average. *Evidence:* Politz shows that 45.3 per cent of the U.S. adults who went to college read an average issue of the Digest. So do members of 59 per cent of households with incomes over $10,000.

"Fulfilling" for another magazine

The owners of Coronet recently decided to stop publication with their October issue. They asked whether the Digest would provide continuing magazine service to prepaid Coronet subscribers who were not already Digest subscribers. We agreed.

Our first move will be to offer a choice to the unduplicated Coronet subscribers. Our offer: *The Digest or your money back.*

Perhaps as many as one million Coronet names will be added to our lists beginning in January. Most of these subscriptions will expire in 1962.

Only 300,000 from the Coronet source are included in the Digest's new 13,300,000 guarantee for 1962. Any beyond 300,000 will be an extra bonus for our advertisers.

Speaking of bonuses . . .

Look at the chart below, please. See the growth in guarantees and the "more-than-advertisers-pay-for" bonus every year for many years. *Not shown in the chart:* Of the first six issues in 1961, three had circulations over 13,000,000, beating the existing guarantees by more than 650,000.

Circulation in 1962 will continue well ahead of guarantee. Some of these issues will undoubtedly exceed 14,000,000.

New advertising rates

New rate cards for 1962 issues are now available. A four-color page will cost $47,500 before discounts. Cost-per-1000 for a four-color page will be $3.57, *so that Digest four-color rates will, as usual, be based at about half the level of other general magazines.*

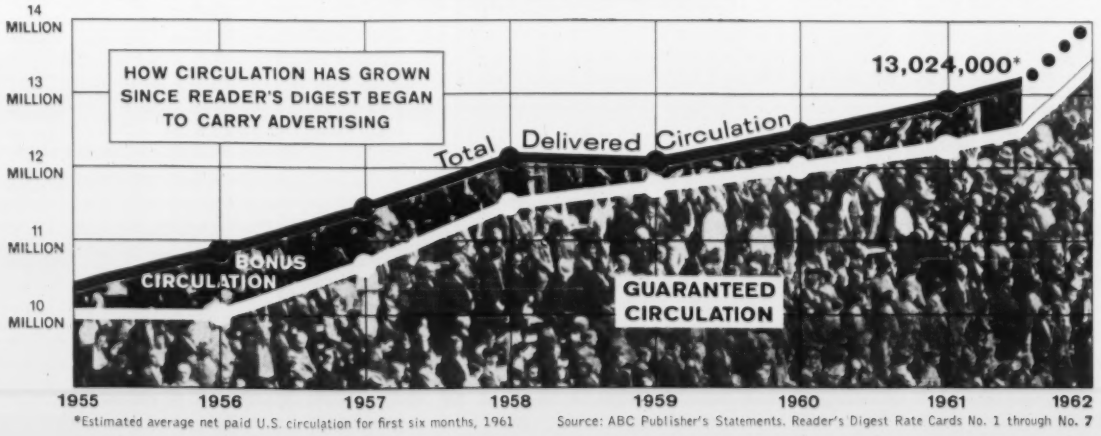
Another policy which we (alone among major magazines) will continue is that *page advertisements will always be faced by full pages of editorial material.*

If you want national coverage with a guaranteed circulation of only 6,650,000, beginning with our January, 1962, issue, you may schedule your advertising for *half* of the total Reader's Digest circulation. Cost, four colors: $28,500.

People have faith in
Reader's Digest

The company you keep

By the reliability of editorial content, the Digest has earned a position of unique trust and confidence with its readers. Act *now,* to build sales by communicating with the bigger, better market that the Digest offers.



*Estimated average net paid U.S. circulation for first six months, 1961

Source: ABC Publisher's Statements. Reader's Digest Rate Cards No. 1 through No. 7

Cohen Peebler Fisher Illveca St. George Maloney Vinyard Rubin Jenkins Kirshbaum Silha

LOBBYISTS—*Short breaks before sessions provide time for lobby chatter at the fourth annual Summer Workshop on Creativity in Advertising. Discussion groups include Sam S. Cohen and Charles D. Peebler Jr., Bozell & Jacobs, Omaha; John E. Fisher, W. D. Lyon Co., Cedar Rapids, Ia.; Arturo M. Illveca, Distribuidere Comercial, Panama; Dorian St. George, Carling Brewing, Cleveland; James Maloney, Monroe Calculating Co., Orange, N. J.; Richard Vinyard, Ralston Purina Co., St. Louis; Marve Rubin, Beltone Hearing Aid Co., Chicago; Joe Jenkins, Pacific National Advertising, Lewiston, Ida.; and Charlotte Kirshbaum and E. D. Silha, Olian & Bronner, Chicago.*

It's More Vital for Adman to Know Ads Than Client's Business: Bernbach

(Continued from Page 3)

their waking hours learning the business of provoking and persuading people. And, believe me, this is a business all its own. It requires the same devotion, the same concentration, the same ardor as the advertiser's business demands of him if he is to succeed.

"It must be a great comfort for a business man interviewing an agency to hear his business discussed in knowledgeable terms and in the vernacular of his trade," he said. "But such comfort can be a delusion. It can blind him to the basic questions he should ask himself about the agency: How irresistably do they present my product to the public?

■ "Do they know how to make people stop at my ad? Can they make an ad compete with the violence and shocking news events in the pages of the magazines and newspapers? Have they exhibited a talent with words and pictures to make people want to own my product? And can they do all this with such consummate taste as to make people like my company?

"This is the fundamental function of an agency: To say things so freshly, so imaginatively that the reader must stop and look—to harness that freshness and imagination so that every thought, every idea, every word it puts down, every line it draws, every light and shadow in every photograph it takes makes more vivid, more believable, more persuasive the original theme or product advantage it has decided it must convey.

"The most practical step a business man can take is toward an advertising agency with this talent; for after all the research is done, after all the marketing plans are made, they are still dead things until a sensitive creative talent breathes life into them. What is the use of saying all the right things if no one will listen. The most criminal waste of a client's money is that spent in advertising that never gets looked at," Mr. Bernbach said.

■ After his introductory remarks, Mr. Bernbach showed slides of a number of ads created by his agency and gave some background on each of the ads. Following are some of the ads he exhibited and his comments:

• **Ohrbach's,** a high fashion New York clothing store. (One of the ads, now famous, features a cat wearing a fashionable hat and smoking a cigaret, with the headline, "I found out about Joan.") "The job of the agency is to get the selling point across quickly," Mr. Bernbach said. He maintained that Ohrbach's spends one-thirtieth as much on advertising as Macy's but gets better readership on its ads. "It's not how often ads run; it's how much excitement they create," he said. He pointed out that Ohrbach's ads never carry a price or feature a specific product —an unusual situation for a retail store.

• **Cole of California.** (The ad featured an elegantly clad woman riding in a horse-drawn surrey on a New York beach.) Mr. Bernbach related that while the ad was being filmed, the horses had several "accidents." The agency paid to have the beach cleaned up and billed Cole for the work. "Later, I received a letter from the president of Cole, which said, in effect, 'I've had a take lot of manure from agencies through the years but this is the first time I've had to pay 15% for it'," Mr. Bernbach said.

• **Levy's** rye bread. "When we took this account, the company was nearly bankrupt," Mr. Bernbach said. "Now Levy's is the biggest selling Jewish rye bread in the New York area."

• **El Al Airlines.** "Look for ways to make the selling proposition catch on," Mr. Bernbach said. "It's the idea that counts. The success we had with El Al helped us to land a much larger U. S. airline account, American Airlines."

• **Thom McAn shoes.** "There is no such thing as institutional advertising as far as I'm concerned," Mr. Bernbach said. "An ad should sell both the product and the company."

• **Dreyfus Fund Inc.** "For this client, we adopted the lion as a symbol, which we felt denoted strength. Since we have handled the account, the fund has risen from $1,000,000 to $200,000,000," Mr. Bernbach said.

• **Wedgwood dishes.** "Research told us that Wedgwood was a popular name among dish makers, but consumers thought Wedgwood had only one design—the familiar blue one. We created ads which featured numerous designs by Wedgwood."

• **Utica Club beer.** "We based our initial campaign for this client on a statement made by the president of the brewery. Discouraged, because sales had been declining despite the excellent ingredients used in the beer, he said: 'I sometimes wonder if it pays to make beer this way.' This headline worked wonders for the brewer."

■ A panel of four agency creative chiefs, headed by Norman D. Cary, creative head of Monroe F. Dreher Inc., New York, presented outstanding regional ads from the West, Midwest, East and South. The panelists showed more than 35 top ads from their respective areas.

■ Other members of the panel were Jack de Celle, copy chief of Richard Meltzer Advertising, San Francisco; Gordon White, vp and copy chief of Batten, Barton, Durstine & Osborn, Chicago; and James M. Henderson, president of Henderson Advertising Agency, Greenville, S. C.

■ One session, "How advertisements can be improved," was conducted by John W. Amon, vp and director of art, Needham, Louis & Brorby, Chicago. Visual suggestions on how ads could be improved or presented differently were made by a roster of leading art directors and designers.

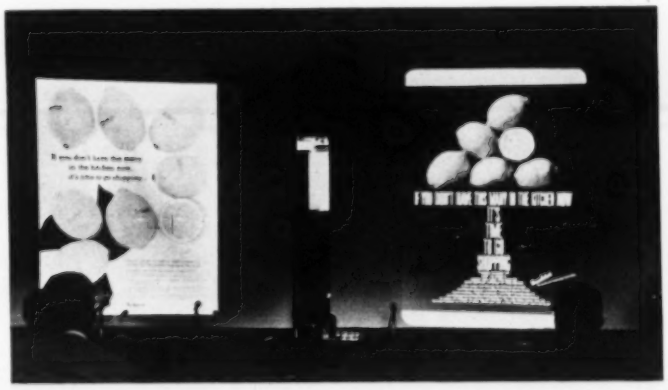
They were: Stephen Baker, vp and art director, Cunningham & Walsh, New York; Lester Beall, advertising designer and consultant, Brookfield Center, Conn.; Suren Ermoyan, supervisor of graphic design, Batten, Barton, Durstine & Osborn, New York; James N. Hastings, vp and associate creative director, Campbell-Ewald Co., Detroit; N. Leo King, senior vp and creative director, Edward H. Weiss & Co., Chicago; Herbert Matter, designer/photographer, Studio Associates Inc., New York; and Robert Pliskin, vp in charge of art, Benton & Bowles, New York.

■ Robert F. DeLay, president of the Direct Mail Advertising Assn., New York, described new techniques in direct mail, a medium he said accounts for $2 billion of the $11 billion U.S. advertising total. He spoke of the tendency to downgrade or deprecate direct mail, but pointed out that this is changing —and that some agencies have as much as $10,000,000 in direct mail billing.

He said direct mail tends to outpull other media in recognition and recall; asserted that the average family receives only one direct mail piece a day; and advanced the view that recipients of direct mail are better protected than readers and viewers of other media."

He cited some case histories—the IBM Gold Mail Box award winner; and a Minneapolis-Honeywell direct mail campaign which got salesmen in to see 97% of recipients and, among these, resulted in $2,000,000 in orders.

He also produced some survey findings on where direct mail campaigns are produced—81% originate internally within advertiser organizations; 31% are done by agencies; 13% are by special direct mail agencies (totals add to more than 100% because of multiple answers). He noted that 36% of direct mail tends to be produced on a fee basis. #



HOW TO IMPROVE ADS—*The right hand ad is a suggested improvement for an original Sunkist lemon ad, which appears on the left. A panel of leading art directors and designers, headed by John W. Amon, vp and director of art, Needham, Louis & Brorby, conducted a session on how ads can be improved at the annual summer workshop.*

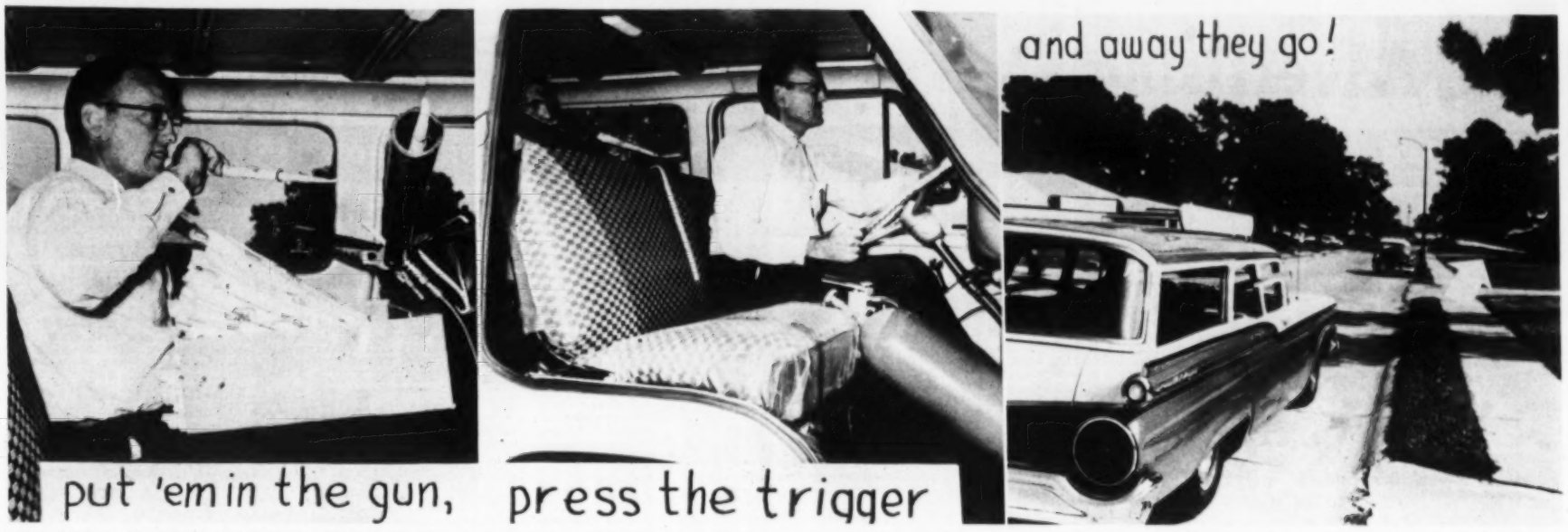
SMILE TIME—*The fourth annual Summer Workshop on Creativity in Advertising, sponsored by Advertising Age, attracted people from many distant points, but many Chicagoans also attended, including this happy pair, Dorothea McFadden, Path Associates, and Ed Jirasek, Stowell Studios.*

General-Gilbert Sues Victor Adding Machine

General-Gilbert Corp., Winstead Conn., has filed a suit for alleged unfair trade practices against Victor Adding Machine Co., Chicago. The suit alleges that Victor required dealers to enter into agreement to make their purchases and sales exclusively with Victor. The suit also claims that Victor made independent dealers return General-Gilbert machines already purchased. Actual damages plus triple penalties were estimated by General-Gilbert between $4,500,000 and $6,000,000.

Dubois, not Zubrow, Placed 1951 Fels 'Cosmopolitan' Ad

In a story on Fels & Co., Philadelphia (AA, Aug. 7), Zubrow Associates, Philadelphia, was erroneously identified as the agency that placed an ad for Fels in the August, 1951, issue of *Cosmopolitan*. The agency of record at that time was H. H. Dubois, Philadelphia.



ON TARGET—*Bearden's Jet Cannon fires a circular at a doorstep 100 feet away. Driver inserts the circulars in the ejection tube. When he's abreast of the target, the home of the next potential customer, he touches the quick-release valve. The tank and gun may be installed in two or three minutes. In a two-man operation, the man in back rolls circulars and inserts them in the tube, while the driver operates the valves, which can be set to fire any distance up to 100 feet.*

Jet Age Spawns Gun-Delivery of Ad Circulars

HOUSTON, Aug. 9—In the competitive warfare for new business, the Bearden Co. here is trotting out its heavy artillery—a gun mounted in an automobile that fires circulars and other advertising ammunition.

The gun can fire circulars up to 100', right onto the doorstep of a prospective customer, reports Ira V. Bearden, inventor and user. His Jet Cannon utilizes compressed carbon dioxide in a tank-and-gun arrangement which may be installed in—or removed from—the front seat of any automobile in two or three minutes.

By adjusting the amount of air released through the valves, the driver sets the distance he can fire the circulars. A tankful of carbon dioxide lasts for up to 5,000 circulars, Mr. Bearden reports.

"Circulars can be distributed in about one-sixth the time used in hand distribution," Mr. Bearden reports. "One man feeds rolled-up circulars into the ejection tube. The other man drives the car and operates the quick-release valves. With dual tubes, circulars may be delivered on both sides of the street at once."

■ When he was in the retail furniture business, Mr. Bearden sought to reach about 5,000 home owners in his trade area. Usual forms of mass advertising didn't fit his needs. He adapted the principle of a school boy blowing the wrapper off a straw to a machine that would fire circulars into the front yards and onto the doorsteps of the homes he wanted to reach.

Inventor Bearden foresees a day when every door can be bombarded with advertising releases, a powerful weapon in the war for new business.

Bearden's Jet Cannon sells for $995 and is portable. The company's address is P. O. Box 10,601, Houston 18. G. K. Martin is sales promotion manager. #

Riley to 'Modern Materials'; Sherry Joins 'Metalworking'

Russell F. Riley, formerly district manager in New York for American Institute of Chemical Engineers' *Chemical Engineering Progress*, has been named a sales representative for *Modern Materials Handling*, a Cahners publication.

Cahners has also named Kenneth J. Sherry, formerly with the marketing division of *The Saturday Evening Post*, as a sales representative for *Metalworking*. He will cover Ohio, Pennsylvania and New York.

'Glamour' Names Taylor

Arthur Taylor, previously with *Travel Weekly*, has been appointed to handle sales development in the travel area for *Glamour*, New York. Mr. Taylor's responsibilities will include some of those previously handled by Peter Diamandis, former travel advertising manager of *Glamour*, who has been named vp of account development of Lampert Agency.

PALMOLIVE BUILDING
Chicago's Prestige Location
Choice
Air-Conditioned
Tower Office Space
Available
call John T. Leaheey
WHitehall 3-3900
under direction of
Lake Shore Management Co.
PALMOLIVE BUILDING

ANA-4A's Ad Improvement Unit Offers Aid to ABBB, AFA, AAW on Local Programs

NEW YORK, Aug. 8—The Committee for Improvement of Advertising Content, which previously has dealt only with national and regional agency-placed advertisements, has now made its facilities available on request on local problems of objectionable advertising.

The committee is jointly sponsored by the Assn. of National Advertisers and the American Assn. of Advertising Agencies.

According to a joint announcement, the committee has transmitted its offer to the Assn. of Better Business Bureaus, the Advertising Federation of America, and the Advertising Assn. of the West. This was done because "local bureaus and advertising clubs are chiefly instrumental in setting up the local improvement programs."

The committee said it could help "only if the local advertisements are criticized on grounds of taste or opinion." The ANA-Four A's interchange of opinion on objectionable advertising "does not deal with the factual validity of claims and does not attempt to duplicate the work of government regulatory bodies or the better business bureaus in this area."

■ Help will be offered "only when requested," and committee comments "must be sent direct to the local advertiser concerned (and the placing agency, if any)—they cannot be given to other local people."

In the interchange, criticisms go to the 20 members of the committee for their votes and comments. If a majority considers the advertising objectionable, the opinions are sent concurrently to the advertiser and the placing agency of record. If a majority also regards it as "seriously" harmful to advertising, the advertiser and agency are asked to take corrective action.

John M. Rodger Sr., Retired McGraw-Hill Exec, Dies at 79

HOLLAND, MICH., Aug. 8—John M. Rodger Sr., former regional vp and midwest district manager of McGraw-Hill Publishing Co., died Aug. 6 in Holland Hospital, a day before his 80th birthday.

John M. Rodger Sr.

Mr. Rodger served McGraw-Hill in advertising and executive positions for 35 years until his retirement on Jan. 1, 1950. Immediately after he retired, he was named special assistant to the executive manager of the Chicago Railroad Fair of 1950.

Last November, Mr. Rodger was awarded a plaque at the 75th anniversary dinner of the Chicago Business Publications Assn. for his "outstanding contribution" to the industry over the previous 25 years. #

Rogers Names MacGuidwin

M. Reid MacGuidwin, formerly district manager of Whiting Corp., has been named Detroit district manager of *Design News*, a Rogers publication.

A SOUTHERN HABIT
FOR 156 YEARS
GRIER'S ALMANAC
Read and Believed in by 7 Generations.
2,300,000 Circulation Audited and Verified by
VAC
★ Blankets the South from Virginia to Texas.
★ Reaches over a million RFD Boxholders.
★ Readership is intense and loyal.
★ Listed in SRDS, Consumer Magazine Section.
Write, wire or phone for rates, closing date and detailed information.
GRIER'S ALMANAC
P. O. Box 1435 Phone ME 4-7341
Atlanta, Georgia

EASTMAN KODAK BUYS COLOR TV
Eastman Kodak certainly knows color. This Fall they will be sponsoring the new color TV show, Walt Disney's "Wonderful World of Color," Sunday nights. The agency is J. Walter Thompson. Learn more about color TV now. W. E. Boss, Director, Color Television Coordination, RADIO CORPORATION OF AMERICA, 30 Rockefeller Center, New York 20, N.Y., Tel: CO 5-5900

A VITAL WEEKLY
In air conditioning, heating and refrigeration, just as in advertising, the man interested in events and trends as they happen is the executive with the fewest hours to read. For 34 years, Air Conditioning, Heating & Refrigeration NEWS, the industry's only newspaper, has been meeting the needs of these executives in manufacturing, contracting, and all phases of distribution. First in paid circulation—first in readership—the NEWS should be first on your media schedule.
ABC ABP
AIR CONDITIONING HEATING & REFRIGERATION NEWS
450 WEST FORT STREET, DETROIT 26, MICHIGAN

The Advertising Market Place

Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper & lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office not later than noon, Wednesday 5 days preceding publication date. Pacific Coast Representative (Classified only): Classified Departments, Inc., 4041 Marlton Ave., Los Angeles, 8. Axminster 2-0287. Closing deadline Los Angeles: Monday noon, 7 days preceding publication date. Display classified takes card rate of $18.75 per column inch, and card discounts on size and frequency apply.

AVERAGE PAID CIRCULATION FOR 6 MONTHS ENDING DEC. 31, 1960 — 50,026

HELP WANTED

COPYWRITER

For sales promotion agency with national accounts. We want a heavyweight experienced in planning and writing for catalogs, P-O-P, direct mail and newspaper retail ads. Home entertainment produce experience useful. 7-10 years writing experience needed. Good pay. Good opportunity in sizable mid-western city. Sell us your business, personal and salary story.

Box 5111, ADVERTISING AGE
630 Third Ave., New York 17, New York

LEADING TRADE PUBLICATIONS NEEDS VERSATILE YOUNG MAN FOR NEW YORK OFFICE!

Here's an exciting challenge to a young man with an eye on a future in the publishing business. An opportunity to work with top-caliber ad and editorial people in sales promotion, the development of marketing materials, and editorial presentations. If you're versatile, and possess imagination you could be the man we're looking for. Prior publishing or agency experience is helpful. Write IMMEDIATELY for a New York interview to:

Box 5095, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

MOLENE PERSONNEL SERVICE

publicity ..... editors
adv. managers ..... copywriters
artists ..... media ..... production ..... sales
"All is grist which comes to our mill"
ANdover 3-4424, 105 W. Adams St., Chgo 3

INDUSTRIAL COPYWRITER

for Advertising/P. R. Agency

Outstanding opportunity to work into copy/contact management of major industrial accounts. Excellent writing ability and understanding of machinery essential. The man we're looking for is in his late twenties or early thirties and has a sound background of industrial writing experience. Tell us about yourself, **in writing**, including salary requirements.

FARSON, HUFF & NORTHLICH, INC.
700 Terrace Hilton Bldg.
Cincinnati 2, Ohio

PUBLIC RELATIONS

Man fresh out of college or with one to two years experience to edit company publications, assist in imaginative PR program of internationally-known mid-western firm. Ability to write with flair a must. Write:

Box 5118, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

HELP WANTED

ASSISTANT ADVERTISING MANAGER and ASSISTANT PUBLIC RELATIONS MANAGER

We are a well-known corporation, with executive offices in Chicago, operating from coast to coast, providing important products and services vital to the consumers' goods field as well as to other diversified industries.

Our Advertising and Public Relations Departments are expanding into areas of product promotion and marketing, stronger liaison with our multi-plant and multi-product sales problems, and new activities in public relations.

We are interested in young men, preferably under 35, who have had agency or industrial experience in advertising, product promotion or public relations, men with creative minds and good writing abilities, men capable of developing and selling ideas and programs both within the company and to our customers.

In reply please give full details of education, experience and salary range. All replies will be held confidential. Our organization and our agency knows of this ad.

Box 5119, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ACCOUNT EXECUTIVES

find jobs quickly through **Strictly Ad Personnel** . . . and all they pay is $10. No employment fees. For details about this unique service, **WRITE** to:

STRICTLY AD PERSONNEL
60 East 42nd St. New York 17, N.Y.
Or phone for appointment: **YU 6-6947**

Advertising Jr. Space Salesman. Space sales with service & copy responsibility for N.Y. trade magazine publisher. Some basic sales and advtg exp necessary. $80-90 start with excellent potential for advancement.

Box 5113, ADVERTISING AGE
630 Third Ave., New York 17, New York

Uniform manufacturer seeks young man to make rough layouts, write copy for circulars, catalog and direct mail. Must be willing to re-locate in Central Indiana. Give full details concerning past experiences. State salary expected.

Box 5114, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illionis

EXECUTIVE & CLERICAL EXPERIENCED & TRAINEE

Publishers Employment
154 E. Erie St., SU 7-2255, Chicago

HELP WANTED

YOUNG PUBLISHER'S REPRESENTATIVE

I am looking for a man under 28 to help me handle space orders for a number of Medical & Laboratory Journals. This is a straight commission job that will pay $6000 to $7000 a year to start, plus expenses. The right man will make $17,000 within five years. The man I choose must have a background that will bear the closest scrutiny, as mine does. This job means a future of security & financial independence for the right man. Write fully and in confidence to:

Box 5120, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ADVERTISING ASSISTANT

Man, 25 to early 30's, with broad background in advertising. Advertising department of growing Texas oil company needs well-rounded advertising man who thinks in terms of marketing, has a feel for sales promotion, writes well, knows graphic arts, has a strong sense of design and is capable of working with agency personnel. Must be a self-generator who can take responsibility. Excellent opportunity. Send resume and salary requirements.

Box 5116, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

UNUSUAL SPACE SALES OPPORTUNITY

Top midwest consumer publisher needs creative and ambitious advertising space salesman for New York office. Excellent opportunity, with growing organization, for the right man. Write for New York interview to;

Box 5117, ADVERTISING AGE
630 Third Ave., New York 17, New York

Copywriter (Female) N.Y.C. $15,000+ 4A Agency. Nat'l pkge goods. Print & broadcast. Over 30 years.

Box 5073, ADVERTISING AGE
630 Third Ave., New York 17, New York

COPY WRITERS & ARTISTS

find jobs quickly through **Strictly Ad Personnel** . . . and all they pay is $10. No employment fees. For details about this unique service, **WRITE** to:

STRICTLY AD PERSONNEL
60 East 42nd St. New York 17, N.Y.
Or phone for appointment: YU 6-6947

EDITORIAL ASSISTANT

Male college graduate or young man with slight editing or writing experience. Position open in advertising department of growing Texas oil company for young man who writes well and has a sincere interest in editing of internal and external publications. An interest in advertising and a willingness to develop in that direction also important. Good opportunity. Please send resume and salary requirements.

Box 5112, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ADVERTISING

Ideal position for woman (28-45) who would like to leave the pressure of agency work. You'll join established Chicago area publisher and have responsibility of screening ad [illegible] before it appears in our publication. Much agency and media contact, plus a mirade of detail and working with statistics. Must have working knowledge of both print media and broadcast ratings as to terminology and data sources. Prefer person with 5-10 years experience in advertising and who has had a position such as media buyer or has had extensive work in media research. Salary open. Extensive benefits including profit sharing.

Box 5115, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

PRODUCTION SUPERVISOR

for TOGETHER, pace setting 900,000-circulation Methodist family magazine. Man or woman must have job-tested knowledge of letterpress 2-color and offset 4-color. College grad preferred. Office now Near North, moves to new, air-conditioned building in suburban Park Ridge early 1962. Phone or rush resume to:

Anthony J. Tolbert, TOGETHER
740 Rush St., Chicago 11 MI 2-6431

POSITIONS WANTED

ADVERTISING & SALES PROM. MGR.

Direct mail, direct sales, mail order copy specialist. Award winner-result producer. **9151 Angell, Downey, Calif.**

Our 50th Year

SLIDE FILM ILLUSTRATOR
good oppty mid-west studio **$12,000**
COPYWRITER—tech. paint. varnish exp. essential—eastern agcy. **10,000**
SPACE SALES—Electronic pub. Chi. & mid-west territory **10,000**
MANY MORE—MAIL RESUME

GLADER CORPORATION
110 S. Dearborn St., CHICAGO, Ill.
Phone: CEntral 6-5353

POSITIONS WANTED

SALESMAN-SPACE OR GRAPHIC ARTS

15 yrs. thoro exp. Top refs. East only. 36.

Box 5121, ADVERTISING AGE
630 Third Ave., New York 17, New York

CREATIVE KNOW-HOW "CAN DO" ATTITUDE

Young mag. publisher, 4 expd. all phases print media, seeks agency challenge. Strong sales-copy-layout. Natural for media or copy-contact. Will relocate.

Box 5122, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

PR Director: Seasoned, creative producer, age 37. Now pr manager for research division of major corporation, needs greater responsibility, scope; five-figure stipend now calls for $15M up. Wide contacts in scientific and electronics trade press.

Box 5123, ADVERTISING AGE
630 Third Ave., New York 17, New York

Want to hitch my 12 years of top-flight advertising, publicity, movie, and direct mail writing experience with team of progressive agency or manufacturer. Strong on capital goods marketing, domestic and export. Married, degree in commerce and journalism.

Box 5124, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

RADIO-TV WRITER: Top Radio production experience, promotion, Public Relations, key account servicing.

Box 5125, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Public Relations-Publicity Specialist with diverse consumer and industrial background. Strong in ideas, contact, creative and factual writing. Highly versatile. Exp. gained with leading agencies, manufacturers. Fields include automotive, appliance, airline, power tools, to name a few. Family man, 31.

Box 5126, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ADVERTISING-MERCHANDISING MGR. A real pro, known for results. Outstanding record Advertising-Sales Promotion Mgr., Merchandising-Sales Training Mgr. three of nation's sales leading manufacturers consumer, industrial, agricultural products. For details, **P. O. Box 575, Atlanta 1, Ga.**

AD AGENCY-TV-RADIO DIR. OR A.E. Aggressive, employed, coll. grad, young family man, all working exp. in radio TV & newspaper media. In exec. pos. top TV-Radio stat. Desires TV-Radio Dir. Pos. or A.E. with growing agency. Excel. Refs.

Box 5127, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

TRAVEL, AIRLINE, FOOD COPY PRO 11 years on wide range of major accounts Big & small agency background. Copy chief 8 years. Just reaching my peak at 35. If you're big enough not to be afraid of your job, I could be your man. Now employed.

Box 5128, ADVERTISING AGE
630 Third Ave., New York 17, New York

ACCOUNT EXECUTIVE

With strong creative background in Art directing and program planning. Eight years of Agency experience on consumer and industrial accounts. Young and capable of solving client problems.

Box 5129, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

YOUNG MAN GOES WEST!

to L.A. area Sept. 1, art dir., studio rep. with experience on top nat'l. accounts.

Box 5130, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ADVERTISING, Printing Production Mgr. 8 yrs. experience in all phases of Adv. Prod. with National Magazines. Married. Printing Mgm't College Maj. Resume.

Box 27 Q 232, ADVERTISING AGE
4041 Marlton Ave., Los Angeles 8, Calif.

ELECTRONIC ADVERTISING SPECIALIST

In "Electronic" Industry from time they called it "Radio". Controlled and promoted sales running to 7 figures; now relocating Calif. Well known in Industry. PROVEN SPECIALIST in sales, merchandising, promotion with ELECTRONIC MFRS. Seasoned in ADVERTISING & MARKETING. Age 37. Please Write **3580 Multiview Drive, Hollywood, Calif.**

ACCOUNT EXEC.-AD MGR.-CHICAGO

Young (31), responsible A.E. 7 years experience (Consumer-food, Agriculture & Industrial) with top Chicago agency. Versed in all media, merch., promotions, research & copy. Resume sent on request.

Box 5131, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

INCREASE YOUR COMMUNICATIONS

flow without adding to overhead. Use a highly qualified free lance PR writer for effective news releases, feature articles, internal and external literature. Phone **Fleetwood 4-4395, LaGrange, Illinois.**

POSITIONS WANTED

ADVERTISING-MARKETING EXEC

13 years in pkg. goods and other cons. prod. Able planner and doer; creative in all phases of market programming; depth in field mdsg., agency operations.

Box 4592, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ADVTG-MKTG EXECUTIVE

Impressive record sales, marketing and acct. mgnt. in pkgd. food & drug field with 2 major companies & top ad agency. Needs greater challenge & responsibility, agency or company. Presently agency A.S. Salary 23M. Age 35. Will relocate.

Box 5132, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

REPRESENTATIVES WANTED

TRADE PAPER REPS. WANTED FOR ILLINOIS-OHIO AREAS

Publishers space representatives (already representing other publications) wanted for specialized magazine serving business management. Above average commission. Submit complete resume.

Box 5133, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

REPRESENTATIVE WANTED: For National business publication. Unlimited Potential for aggressive salesmen. Please include full details on your organization and publications handled in first letter. Publisher in NY Aug. 16-25.

Box 5134, ADVERTISING AGE
630 Third Ave., New York 17, New York

REPRESENTATIVES AVAILABLE

PUBLISHER'S REPRESENTATIVE

A developer & producer with an excellent record, seeking business or consumer publ. in the Chicago territory. Comm. basis.

Box 5080, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

MEDIA REPRESENTATIVE

Established representative would like proven publication. Consumer and industrial experience. Travel all New England. Thorough knowledge agencies, advertisers and territory. Salary or commission.

Box 5135, ADVERTISING AGE
630 Third Ave., New York 17, New York

PUBLISHER'S REPRESENTATIVE

Aggressive, capable of creative selling, with a proven record seeking publication for Penna. and Jersey areas.

Box 4157, Philadelphia 44, Pa.

BUSINESS OPPORTUNITIES

MAILING COSTS REDUCED thru our proven and successful service of coordinating national advertisers of prestige stature for cooperative mailings. We are not a mailing service—just coordinators. Call LA 4-9116. **"ad-mail" PUBLISHERS-225 W. 34 St., N.Y. 1**

For Buying and Selling PUBLISHING PROPERTIES contact
W. B. GRIMES & CO.
—Media Brokers—
2000 Florida Avenue, N.W.
Washington 9, D.C.
DEcatur 2-2311

FOR SALE

$250,000 worth of newspaper space, radio, and TV time in major markets for only $15,000! Prefer new product or one that needs revitalization.

Box 5136, ADVERTISING AGE
630 Third Ave., New York 17, New York

MISCELLANEOUS

Press time open on annual basis to print monthly periodical to 100M or 200M copies. Web letterpress. 16 to 64 pages, type size 9¼" by 13". Spot color one side. Can handle compositions and stereo. Plant in Poughkeepsie, N.Y.

A. J. Hall, Box 514, Ithaca, N.Y.

IDEAL EXEC OFFICE

With space for crew. Full first floor of brownstone. Will divide. **22 East Huron, Chicago Mo-4-0200.**

OLD PRO FREE LANCE WRITER

30 yrs. exp. Four-A Agencies and Mfgr. Ads, Letters Fldrs. Power-proved ideas. You give **facts** . . . I give satisfaction.

Box 5137, ADVERTISING AGE
630 Third Ave., New York 17, New York

TELEVISION ADVERTISING MANAGER

Increased television sales promotion, 1961 budget—3 million, has created a high-level position for a manager with extensive knowledge of television advertising. Responsibilities include purchasing of spot and network time, contract negotiations, ratings analysis, commercial production and coordination with agency. Background should include extensive network station and/or agency experience plus Bachelor's Degree. Only applicants with above background will be considered. Excellent growth potential with toy industry's leading manufacturer and advertiser.

Send resume to Dick O'Brien

MATTEL TOYS
5150 Rosecrans, Hawthorne, California

RESEARCH IN MARKETING

A major consumer durable product manufacturer is seeking two top-level men to support an expanded program of research in marketing. The program to date includes continuing studies on:

- **Future Product Acceptance**
- **Buyer Motivation**
- **Price Elasticity**
- **Advertising Effectiveness**
- **Dealer and Distributor Efforts**
- **Service Needs and Sources**
- **Long Term Marketing Trends**

The principal qualification for the positions is a scholarly and objective interest in generating facts relevant to management decisions. Formal training in business administration, statistics, operations research, or psychology, plus ten or more years of direct experience in designing and executing research studies or equivalent experience are the minimum requirements. The primary attraction to the positions would be the opportunity to conduct significant research. The salary level and working conditions are better than the market.

Send resume of education, experience, and interest. State salary requirements. All replies will be held in strict confidence.

Box 850, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

OUR 90 MEMBER REPS ARE ALL SELF-IMPELLED CALL MAKERS! TRY US—AND SEE!

Association of Publishers Representatives
310 East 49th St.
New York 17, N.Y.

APR

WANTED
(1) Space Salesman
(1) Research Director

THE AMERICAN CITY magazine needs advertising salesman for Cleveland, Ohio office. Traveling every other week mandatory. Research Director to be located in New York office. Send your resume to Edgar M. Buttenheim, Publisher.

BUTTENHEIM PUBLISHING CORP.
470 Park Avenue South
New York 16, N.Y.

the copy shop
MU 3-1455
270 madison/ny 16

COPYWRITING STUDIO
Confidential Work
Add 26 copy experts to your staff—but not to your payroll—get a top creative team for a pre-agreed per-job fee.
Persuasive Communication any kind — any medium

WRITE FOR NEW LOW COST PRINTING PRICE LIST

Save approximately 10% on top quality advertising and sales promotion literature, catalogs, circulars, direct mail prices, etc.

T & G Printing, Wethersfield, Conn.

SKIN DIVING PICTURES

Authentic underwater pictures with diving gear used correctly. Unusual color or black & white photos as only experts can provide.

SKIN DIVER PUBLICATIONS, INC.
P. O. Box 111 Lynwood, Calif.
Publishers of SKIN DIVER MAGAZINE and DIVING NEWS

Fine, Fast, Fairly Priced Photography

pics incorporated
photographers
DEARBORN 2-1062
187 NORTH LASALLE STREET, CHICAGO 1, ILLINOIS

PUBLICITY CONVENTION COMMERCIAL INDUSTRIAL

CAN YOU WRITE ABOUT BUSINESS?

National retail business paper wishes regular part time correspondent in all areas. If you know business writing and are on top of your local retail business picture, you'll be right for this job. We'll help with story leads. Knowledge of photography useful. We want you in action by September first at latest. For further details, write:

Box 827, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

Tired of the Rat Race?

UNUSUAL OPPORTUNITY FOR ACCOUNT EXECUTIVE IN DENVER We are a long-established, fully staffed advertising agency serving some of the best advertising accounts in the Rocky Mountain region. We are seeking a top-flight account man with at least 5 years experience in handling both industrial and consumer accounts. He should have a marketing as well as advertising agency background with a proven record of successful history in account servicing in all its aspects. He must be able when necessary to roll up his sleeves and write sound, selling copy for business papers, direct mail, collateral material and other media. The man selected will be backed by a departmentalized agency including copy, research, media and production departments. This is an unusually good opportunity for a young man on his way up to further his career and enjoy Colorado living. Please submit a complete written resume and a few selected samples of work. Interviews with prospects will be arranged in Chicago or in Denver. All replies will be kept confidential.

Box 852, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

WILL BUY OR MERGE

SMALL NEW YORK AGENCY

Our growing activity in the New York area indicates we might benefit by a New York office. Believe buying or merging with a smaller agency preferable to opening branch. Agency right for us probably $1 to 2 million volume —strong in food or industrial or both. Our primary interest is in character and ability of principals and their associates who would join us. If you have a healthy small agency but find it difficult to offer fully departmentalized agency services to growing clients or larger prospects, maybe you need us and we need you. Write in complete confidence to **Robert E. Daiger, President, VanSant Dugdale, 15 E. Fayette St., Baltimore 2, Md.** We will not consider merger with larger agency.

PROOFREADING, Inc.

● Now offers you an AAA-1 proofreading service at a reasonable fee. Fast, dependable work by pros who are also creatively strong in writing, editing, copyreading, etc. Results will please you. We'll appreciate your reply to

Box 860, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

COPY WRITER

Experienced in Retail Ad writing preferably in tires, batteries and accessories field. Excellent opportunity for managerial development and advancement to copy chief in near future. Some layout experience helpful but not necessary. Akron, Ohio location. Submit brief resumé of background and experience to: **Employment Dept., The B. F. Goodrich Co., 500 S. Main St., Akron 18, O.**

ART DIRECTOR

for a leading Southern agency with a large and varied account list and offices in Tennessee and North Carolina. Art direction experience desirable but not mandatory. Must be able to produce visuals, layout, finished work and have ability to supervise other artists. Pleasant working conditions in a medium sized city with many recreational and cultural advantages. A splendid opportunity for a talented man who wants to grow with a fast-growing, soundly financed team. Bonus, insurance and retirement program benefits. Send complete resume of training and experience together with samples, recent picture and salary requirements.

Box 855, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

Top All-Around Man for 4-A Agency

The man we are looking for is probably now employed. He must have experience, ideas, judgement; this noted, small New York agency is able to offer the right man unusual opportunities — not only salary-wise. Sorry, we cannot consider replies without complete information. It will be held strictly confidential.

Box 859, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

JUST

the few minutes it takes to look over some of the positions we have at this time could be very important to you. If you're good, and if you're interested in anything you see, we want to see you.

GRAPHIC ARTISTS

Rendering artist (Tex.)	$11,000
Top Design-Illustrator (Pa.)	OPEN
Working Art Director (Wis.)	9,000
Layout/Design (agency)	8,500
Editorial Layout Artist	8,500
Layout Artist (Agency Wis.)	7,500
Keyline Paste-up (3)	7,200
ayout/Paste-up (Baltimore)	OPEN
Package Designer (Ohio)	7,000
Layout Artist (consumer)	6,600
Keyline Paste-up	6,000
Many apprentice positions	OPEN

COPYWRITERS

Agency (Industrial accts.)	$10,000
Food, Pkg. goods (Agency Vir.)	9,000
Trade Mag. (Agency Wis.)	8,000
Agency (Consumer accts.)	8,000
Copy and sales planner	6,500
Young retail copywriter	6,000
Fashion Catalog	5,400

AND AT RANDOM . . .

A E./Food Acct. (Midwest)	$20,000
Ad Manager (Cosmetics South)	11,000
Yng. Exp. T&S Buyer (Male)	8,000
Art Rep. (Studio)	OPEN
Time & Space Buyer	6,500
Sec. to Media Dir.	5,100
Sec. to Acct. Exec.	4,900
4 General Clerk Typists (Agency)	4.800

BETH TURNBULL/GRAPHIC ARTS COUNSELLOR
M. L. BARNARD/ADVERTISING COUNSELLOR

BARNARD PERSONNEL
220 S. State St./Chicago 4/WA 2-2306

ADV. MGR.

Must have heavy mail order and catalog background; degree in Advertising pref. as well as ability to do creative writing. Midwest location $20-$25 M. Send resume in complete confidence to:

H. O. JONES
Wabash Agency 202 S. State
WAbash 2-5020 Chicago 4, Ill.

PUBLISHING EXECUTIVE

Seeks new business paper challenge, better industrial magazine future. Just finished second straight year in profits and record-breaking advertising dollar volume.

Experienced trouble shooter. Has helped to build or rebuild problem magazines.

Thoroughly knows editorial, sales, and circulation . . . solid experience in industry, advertising, media, marketing and public relations.

Knows how to cope with association ills and competition.

Won spurs and national recognition with two ABP publishing firms. Prefers Mid-west but not anchored.

Box 856, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

SOUTHEAST COVERAGE PUBLICATION & RADIO

After three years of developing important contacts in Florida and Georgia for both publication and radio, I am establishing my own rep organization and seek clients who are interested in taking advantage of long and successful advertising sales background. I am 46 years old, healthy, stable and able, and will represent your property with complete integrity. I have two good men who are going into the business with me, so you'll get real top-notch coverage. For complete details send information and copy of recent publication to:

Box 849, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

Agriculture Copy-Contact Man Wanted By Solid, Fast-Moving Ad Agency

Box 853, ADVERTISING AGE
630 Third Ave., New York 17, N.Y.

help!

If you are an experienced drug writer with a folderful of great ideas that never got bought, we'd like to see you. (And them.)

We'd like to see your proofs too, of course. But what got into print is not the most important thing. We want a writer who knows there's a better way to do drug advertising and who feels that he (or she) can do it. If you believe the accepted way is the only way, you'd be wasting your time, our time and the client's time to answer this ad. We are a 4a agency, among the first 10 in billing based in New York.

Box 854, ADVERTISING AGE,
630 Third Ave., New York 17, N. Y.

BIRCH *Personnel Service, Inc.*

The Midwest's outstanding placement service for Adv. • Art & allied fields.

By appointment only
67 E. MADISON • SUITE 1418
CHICAGO 2, Ill.
CEntral 6-5670

WANTED—*A FINAL RESTING PLACE TO HANG MY HAT!*

WORN MANY HATS . . . ADVERTISING MNGR., SALES PROMOTION ASST., MEDIA SPECIALIST, PRODUCTION MAN, COPY-CONTACT, A.E.,5 YEARS EXPERIENCE. NO MORE MOVES PLEASE. TWO RETRENCHMENTS, ACCOUNT MOVED. ENOUGH IS ENOUGH. I WANT A FINAL RESTING PLACE FOR MY HAT. CAN YOU HELP? ONLY 29, MARRIED.

Box 858, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

DON HARRIS NEEDS:

CREATIVE SUPERVISOR, AGRICULTURAL. Major agency. Wide product experience, highly creative . . . . . $14-$18M
MARKETING/MARKET RESEARCH Company. At first special assignments developing new research applications, then top executive contact on marketing and/or research . . . . . to $15M
COPY-CONTACT, AGRICULTURAL. 70% copy, 30% contact. Over 25-million agency $10M
COPY-CONTACT, INDUSTRIAL. "Name" agency $10M

DON HARRIS, Director
LOU PAETH, Associate Director
Advertising and Marketing Division
MONARCH PERSONNEL
28 E. Jackson, Chicago. WA 2-9400

TOP LEVEL ADVERTISING MARKETING EXECUTIVE

Unusually successful VP, Account Supervisor and Marketing Director of major agency seeks room to grow. Former Ad Director with multi-million dollar budget. Comprehensive knowledge of all phases of advertising and marketing. Age 30's. Will relocate for right opportunity with advertiser or agency. Write:

Box 846, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

ADVERTISING AND PUBLIC RELATIONS EXECUTIVE

America's fastest growing Packaging manufacturer has management opening for experienced Advertising and Public Relations executive. Must have creative ability as well as administrative skills. Southeastern location. Salary $10,000-$12,000 per year. Full range of fringe benefits. Submit confidential resume.

Box 848, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

FINE OPPORTUNITY FOR EXP. ACCOUNT EXECUTIVE!

AAAA Chicago Agency with national accounts wants an Account Executive with a minimum of 8 years agency or advertiser exp. Background must include planning marketing, media and creative strategy. Must be able to convince us you are a problem solver and heavy enough to take over responsibility of handling several accounts. New business exp. would be a plus. Prefer man now employed who isn't being given recognition or income he merits. Sell yourself to us. Write in confidence giving background, present salary, etc. Salary open.

Box 861, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

DIRECTOR OF MERCHANDISING

Starting Salary—
$10,000 to $12,500.00 per year.
Company Car
Travel Expenses
Family Group Insurance— cost shared
Retirement Plan

Large mid-Western brewery seeking a man experienced in devising point-of-sale material and directing its proper use. Activating and guiding continuous merchandising programs thru salesmen. Prefer brewery background. Send resume to:

Box 839, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

Multi-Set TV Homes Now Exceed Non-TV Homes, ARF Reports

NEW YORK, Aug. 9—One in every eight U.S. tv households has at least two sets. There are more multi-set households—6,388,000—than no-tv households.

These are among the statistics emerging from the latest Advertising Research Foundation report on the growth of television circulation. This report—eighth in a series started in June, 1955—is based on data obtained from the U.S. Census Bureau. The latest figures are as of May, 1961.

The total number of tv households has increased about 1,500,000 since the May, 1960, survey. Nine out of ten American homes (89.4%) boast tv sets, for a total of 47,720,000 tv equipped households. Eleven years ago there were only 5,000,000 families with their own tv sets.

Altogether, the 47,720,000 tv households have 54,700,000 tv sets. Some 164,000,000 people—92.5% of the country's population—are members of tv households.

■ The study provides set ownership data broken down by inside and outside standard metropolitan areas, urban and rural residence, type of households, size of households, census geographic regions and divisions, Nielsen Tv Index territory, telephone and non-telephone households.

The report was underwritten by American Broadcasting Co., CBS Television, National Broadcasting Co., National Assn. of Broadcasters and Television Bureau of Advertising. Copies are available at $5 from ARF, at 3 E. 54th St., New York. #

'Maclean's' Boosts Rates

Maclean's Magazine and its French version, *Le Magazine Maclean*, have raised advertising rates beginning January, 1962. Previous rates were based on a combined circulation of 595,000, while current issues are delivering bonus circulation at 625,000. One page b&w is $3,635, in English only; $1,010 in French only, and $4,645 in English and French. A color page is $5,145 in English; $1,435 in French, and $6,580 in English and French. New rates are based on an estimated 650,000 average circulation. *Maclean's* also has dropped its combined discount at the suggestion of the Royal Commission on Publications.

Grant Appoints Cugini

Larry Cugini, formerly with the Katz Agency in Dallas, has been appointed account executive and assistant to the manager of Grant Advertising, Dallas.

LOOKING FOR GROWTH?

Presently employed at making salesmen sell more . . . dealers buy more . . . thru sales incentive programs.

I plan and write the campaigns, and write the sales presentations that sell the campaigns to our clients. These are the largest corporations in the country . . . and the smallest.

If my experience can be valuable to you—or, to your clients—I'm looking for growth!

Detailed resume or personal contact upon request.

Box 857, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

● ADV. AGENCY MANAGER

Senior Account & Management Executive to head up branch office for major 4A. Consumer hard goods, industrial account experience plus talent as internal administrator. $30,000-$40,000. Contact in Complete Confidence:

Jerry Fields

JERRY FIELDS Associates
16 East 52 Street, N.Y. PL 3-4123

Shift to Bi-Weekly Publishing Set for 'Product Engineering'

NEW YORK, Aug. 8—McGraw-Hill's *Product Engineering* will change from a weekly to a bi-weekly with its Sept. 18 issue.

Announcement of the switch came from Charles S. Mill, who added the publishing responsibilities of *Product Engineering* in June when Stanley J. Alling resigned. Mr. Mill also continued as publisher of *Purchasing Week*.

Mr. Mill said that future issues of the magazine would contain more hard-core engineering articles, reported in depth, and special reports of vital interest in the field. He said this is not a basic switch in editorial policy.

He said the change to a bi-weekly (26 issues per year) schedule followed research findings that indicated readers did not need or demand the service on a weekly basis.

The move to bi-weekly means that all three major publications in the design field will have the same frequency. *Design News* (Rogers division of Cahners Publishing) has been a bi-weekly all along, while *Machine Design* (Penton) went bi-weekly in 1957, the year *Product Engineering* switched from monthly publication to weekly. #

C-E-I-R Names McGlinchy

James F. McGlinchy, previously publications manager of General Dynamics Corp., has been appointed to the new post of advertising and pr director of C-E-I-R Inc., New York, an international statistical and electronic data processing company.

HANDY SELL—*The cigar in the right hand of the model in this Wamsutta Mills ad which will appear in the Oct. 7 New Yorker is part of the cooperative fashion advertising Cigar Institute of America has lined up. Mogul Williams & Saylor is the Wamsutta agency.*

Texas AFL-CIO Asks State to Tax All Ads

GALVESTON, Aug. 8—The Texas AFL-CIO has urged that the state legislature pass a gross receipts tax covering all advertising in newspapers, radio, television, outdoor, direct mail and circular media.

The plan, adopted unanimously by some 1,300 delegates in convention here, was part of an overall tax resolution which reaffirmed labor's strong opposition to a sales tax and called for the repeal of the corporation franchise, putting in its place the corporation profits tax.

■ The bid for an advertising tax came toward the end of Robert A. Bryant's presentation committee recommendations, when Mr. Bryant said, "Since our friends in the communications media and in retail trade, with some notable exceptions, have so ably supported the idea of the broad-based tax, we advocate that a gross receipts tax be placed on all newspaper, radio, television, billboard, direct mail and circular advertising." #

Videodex Network TV*

July 5-11, 1961

Copyright by Videodex Inc.

Rank	Program	Homes (%)
1	Gunsmoke (Liggett & Myers, Remington Rand, CBS)	29.2
2	Have Gun, Will Travel (Lever Bros., Whitehall, CBS)	26.1
3	The Untouchables (Several sponsors, ABC)	25.8
4	Candid Camera (Lever Bros., Bristol-Myers, CBS)	24.7
5	My Three Sons (Chevrolet, ABC)	24.5
6	What's My Line (Kellogg, Allstate Insurance, CBS)	24.1
7	Wagon Train (National Biscuit, R. J. Reynolds, Revlon, NBC)	23.4
8	77 Sunset Strip (Several sponsors, ABC)	23.2
9	Thriller (Several sponsors, NBC)	23.1
10	Checkmate (Brown & Williamson, Kimberly Clark, Lever, CBS)	22.6

Rank	Program	Homes** (000)
1	Gunsmoke (Liggett & Myers, Remington Rand, CBS)	13,300
2	Have Gun, Will Travel (Lever Bros., Whitehall, CBS)	11,900
3	The Untouchables (Several sponsors, ABC)	11,500
4	Candid Camera (Lever Bros., Bristol-Myers, CBS)	11,100
5	My Three Sons (Chevrolet, ABC)	10,900
6	What's My Line (Kellogg, Allstate Insurance, CBS)	10,900
7	Wagon Train (National Biscuit, R. J. Reynolds, Revlon, NBC)	10,600
8	77 Sunset Strip (Several sponsors, ABC)	10,300
9	Thriller (Several sponsors, NBC)	10,400
10	Checkmate (Brown & Williamson, Kimberly Clark, Lever, CBS)	10,200

* Homes viewing in cities where program is telecast.
**Listed in sequence of rating level from first table.

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WJIM 54
WJR 40
WJRT 8
WNCT and WITN 92
WSBT 76
WTRF 47
WWTV 22

Yachting 84

A definite help to your sales force in producing more volume

ACB Retail Store Reports

Why not let ACB Newspaper Research Reports help you and your salesmen find the weak spots in your promotion and distribution...show you where to apply extra effort... tell you how your dealer advertising support compares with that of competition. Supported by these detailed Reports your salesmen will have a distinct advantage when talking with dealers. Used for years by leading concerns whose merchandise is sold through retail outlets.

We read every daily newspaper advertisement

ACB THE ADVERTISING CHECKING BUREAU, INC.

NEW YORK, 353 Park Avenue South • CHICAGO, 18 South Michigan Avenue
MEMPHIS, Tenn. • COLUMBUS, Ohio • SAN FRANCISCO, 51 First Street

Send today for descriptive material and free catalog.

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This Week in Washington . . .

Rebuilt FTC Seen Ready to Move

By Stanley E. Cohen
Washington Editor

WASHINGTON, Aug. 10—The Federal Trade Commission has gone through a period of drastic overhaul. Now the "new" commission is beginning to move.

When Paul Rand Dixon was picked as chairman, the handwriting was on the wall. He is a dedicated anti-trusterand he knows his way around.

From experience, he has been openly skeptical about FTC. He shares the fairly widespread suspicion that the commission's procedures are so complicated it can never keep up with the businesses it is supposed to regulate. In accepting the chairmanship, he was determined to prove or disprove this theory, once and for all.

Immediately after taking the chairmanship he made a series of speeches promising a vigorous FTC. He appeared before several carefully selected organizations. Then he disappeared into his office and studiously avoided the spotlight.

Until July 1, the "new" commission was wholly preoccupied with plans for a more workable FTC. In the top-to-bottom shakeup that followed, FTC was changed in three major respects:

Procedures: Mr. Dixon felt that complicated internal operating procedures were making FTC even less effective than it needed to be. Operating procedures have been drastically revised, to emphasize individual responsibility for seeing that cases come to a rapid conclusion.

People: The reorganization, of course, served a double purpose. In the shakeup, the old Kintner appointees were dislodged from the key staff positions. Mr. Dixon now has his own people safely in the saddle throughout the FTC bureaus and divisions.

Money: Compared with $8,009,500 last year, FTC's budget will amount to $10,345,000 during the fiscal year that started July 1. The staff will be expanded from 823 persons to about 1,050.

■ Although Mr. Dixon has FTC organized exactly the way he wants it, he tells his friends in Congress that this may not be enough. Unlike his predecessor, Earl Kintner, who was reluctant to cut away any of the existing rights of due process, the current chairman thinks existing law gives business men an unreasonable amount of protection.

With respect to FTC's long delays in handling cases, he recently told the Senate appropriations committee: "We can improve our procedures. We can pull up the lag as much as we can. But we cannot perform a miracle."

Mr. Dixon told the senators the business man can fight an FTC complaint right up to the Supreme Court. "In many cases," he says, "all we can finally do is say, 'Stop.' And by the time we say, 'Stop,' they have the market."

He thinks that in appropriate cases, FTC should have power to issue temporary cease and desist orders which would "freeze" an ad campaign or business practice while the commission makes up its mind.

■ "I will say to you," he told the appropriations committee, "if a temporary injunction were issued, and it were sustained, even if they appealed it to the circuit court, I don't think they would drag their feet very long in waiting to litigate that matter."

With the reorganization of the commission completed, the "new" commission is beginning to develop its own pattern of activity. Understandably, some of the first moves are in the areas of electrical machinery price fixing, and drugs, which were so familiar to Chairman Dixon when he was chief counsel for the Kefauver committee.

Electrical machinery: Musty old FTC files contain cease and desist orders against Westinghouse and General Electric. So FTC is seeking permission to inspect the secret minutes of the Philadelphia grand jury that investigated electrical machinery price fixing. Object: To determine whether or not the commission's orders had been violated.

Drugs: The Kefauver committee's investigation of the drug industry convinced many government people that drug companies had remarkably good earnings records, and that some exceedingly successful procedures had been developed in the introduction and promotion of new products. Consistent with Chairman Dixon's interest in the drug industry, FTC has started an investigation of 37 drug companies, to determine whether price discrimination and deceptive promotional materials are being used for prescription drugs.

■ At FTC, President Kennedy had the unique opportunity of making three appointments. Because he picked strong-minded men, the new FTC is surely the most aggressive in the commission's history.

While the commissioners are unanimous in demanding better performance from the staff, one of the newcomers—Commissioner Philip Elman—demonstrated last week that they continue to treasure their individual ideas about the meaning of the laws which FTC enforces.

Last week the commission wrestled with a case involving payment of advertising allowances by Shulton Inc., Clifton, N. J., to a midwestern supermarket chain. By a 3-2 majority the commission held that the payments could not be justified through use of the "good faith" defense.

In his first opinion since taking office, Commissioner Elman, who was formerly one of the most outstanding of the Justice Department's career lawyers, complained that the majority "mutilated" the statute.

■ His dissent was so persuasive that Commissioner William C. Kern, who had voted otherwise in earlier cases, decided to reverse his own earlier stand.

"It is necessary to wrestle with doubt—and in this case even wrestle with my own prior views," Commissioner Kern wrote. "While I still respect the views of the majority, I find persuasive the cogent analysis by Commissioner Elman."

Virgin Islands Name McCann

McCann-Erickson Inc., which was named last month to handle rum promotion for the Virgin Islands, has now been appointed to handle tourist advertising for the Caribbean territory of the U. S. McCann succeeds Wendell P. Colton Co. on the Virgin Islands tourist account.

Triangle Appoints Two

George F. Amann, formerly of National Outdoor Advertising Bureau, New York, and Alexander V. Simmon, formerly of Federal Sign, Chicago, have been appointed account executives of Triangle Outdoor Advertising, Chicago.

'American Home' Taps Ehrlich

Herb Ehrlich, previously creative manager of *American Home*, New York, has been appointed assistant advertising manager of the monthly.

NEW ADVERTISER—*Latest trade association to embark on an advertising campaign is the Steel Founders' Society of America, Cleveland, which will begin its campaign in September with this two-color spread in metalworking and design magazines. Bayless-Kerr Co. is the agency.*

Nielsen Network TV

Two Weeks Ending July 23, 1961

Copyright by A. C. Nielsen Co.

Nielsen Total Audience*

TOTAL HOMES REACHED

Rank	Program	Homes (000)
1	Miss Universe Pageant (Procter & Gamble, CBS)	20,308
2	All Star Baseball Game—1 (Gillette, Chrysler, NBC)	14,680
3	Gunsmoke (Liggett & Myers, Remington Rand, CBS)	13,226
4	Have Gun, Will Travel (Lever Bros., Whitehall, CBS)	12,382
5	The Untouchables (Several sponsors, ABC)	11,162
6	What's My Line (Kellogg, Allstate Insurance, CBS)	11,115
7	Wagon Train (National Biscuit Co., R. J. Reynolds, Revlon, NBC)	10,834
8	Candid Camera (Lever Bros., Bristol-Myers, CBS)	10,693
9	My Three Sons (Chevrolet, ABC)	10,646
10	Playhouse 90 (Several sponsors, CBS)	10,506

PER CENT OF TV HOMES REACHED

Rank	Program	Homes (%)
1	Miss Universe Pageant (Procter & Gamble, CBS)	43.3
2	All Star Baseball Game—1 (Gillette, Chrysler, NBC)	31.3
3	Gunsmoke (Liggett & Myers, Remington Rand, CBS)	28.2
4	Have Gun, Will Travel (Lever Bros., Whitehall, CBS)	26.4
5	The Untouchables (Several sponsors, ABC)	23.8
6	What's My Line (Kellogg, Allstate Insurance, CBS)	23.7
7	Wagon Train (National Biscuit Co., R. J. Reynolds, Revlon, NBC)	23.1
8	Candid Camera (Lever Bros., Bristol-Myers, CBS)	22.8
9	My Three Sons (Chevrolet, ABC)	22.7
10	Playhouse 90 (Several sponsors, CBS)	22.4

Nielsen Average Audience**

TOTAL HOMES REACHED

Rank	Program	Homes (000)
1	Miss Universe Pageant (Procter & Gamble, CBS)	15,946
2	Gunsmoke (Liggett & Myers, Remington Rand, CBS)	12,382
3	Have Gun, Will Travel (Lever Bros., Whitehall, CBS)	10,787
4	What's My Line (Kellogg, Allstate Insurance, CBS)	9,896
5	Candid Camera (Lever Bros., Bristol-Myers, CBS)	9,755
6	My Three Sons (Chevrolet, ABC)	9,474
7	Price Is Right—8:30 p.m. (Lever Bros., NBC)	8,723
8	The Real McCoys (Procter & Gamble, ABC)	8,677
9	I've Got a Secret (R. J. Reynolds, Bristol-Myers, CBS)	8,395
10	The Untouchables (Several sponsors, ABC)	8,301

PER CENT OF TV HOMES REACHED

Rank	Program	Homes (%)
1	Miss Universe Pageant (Procter & Gamble, CBS)	34.0
2	Gunsmoke (Liggett & Myers, Remington Rand, CBS)	26.4
3	Have Gun, Will Travel (Lever Bros., Whitehall, CBS)	23.0
4	What's My Line (Kellogg, Allstate Insurance, CBS)	21.1
5	Candid Camera (Lever Bros., Bristol-Myers, CBS)	20.8
6	My Three Sons (Chevrolet, ABC)	20.2
7	Price Is Right—8:30 p.m. (Lever Bros., NBC)	18.6
8	The Real McCoys (Procter & Gamble, ABC)	18.5
9	I've Got a Secret (R. J. Reynolds, Bristol-Myers, CBS)	17.9
10	The Untouchables (Several sponsors, ABC)	17.7

* Homes reached by all or any part of the program, except for homes viewing only one to five minutes.

** Homes reached during the average minute of the program.

Three Named at Time Inc.

Richard B. McKeough, formerly business manager of Time-Life International, New York, has been elected assistant treasurer of Time Inc. In his new post, Mr. McKeough will work directly with David W. Brumbaugh, exec vp and treasurer of the company. Paul Hush, formerly assistant business manager of Time-Life International, has been promoted to business manager. Bernhard W. Ben Johnson, previously associate manager of the New York sales staff of *Life*, has been appointed sales personnel manager of Time Inc., a new post.

Jackson Adds Butler Account

Julian J. Jackson Agency, Chicago, has been named to handle advertising and public relations for John O. Butler Co., Chicago, manufacturer of Dr. Butler toothbrush and dental supplies.

F&S&R 'on Prowl' for New Business, Holden Tells Group

(Continued from Page 3)

ness of tv (the agency calls this qualitative measurement a tv audit) "to a degree that is top in the agency field."

3. A management-research and creative team that is "second to none."

Mr. Holden told today's meeting he would appreciate recommendations of F&S&R whenever his hearers picked up early news of pending account shifts—if such recommendations could be made with no conflicts of interest.

■ Most of the broadcast salesmen and representatives seemed impressed with the televised panel research technique, which allows the advertiser and agency to peer at Mrs. Consumer while she lets down her hair about radio programming, tv attractions, commercials—or anything else the conversation steerer—T. J. Plesser, research director—decides to insinuate into the conversation.

Their talk goes over closed circuit to the conference room, where the client—or anybody else—can ask a question at will. The observer asks his question in a normal speaking voice in the conference room. Unheard by the panelists, who usually don't know they have an audience, the question is picked up by Mr. Plesser, wearing earphones, who works it into the conversation in a natural fashion.

■ Today's panel was comprised of five older women in the $7,000-or-better income bracket. To qualify they had to have a tv set in working order and be at least an occasional listener to radio. For the most part, their reaction to radio and tv, including commercials, was highly favorable.

Among the opinions wafted through the conference room were:

• There is a tendency to reach for the tv advertised product even when the competitor's product is cheaper. The visual image of the advertised product becomes set in the mind.

• "Most advertisers on tv do a good selling job, but I wouldn't buy Dash if they gave it to me—not with that old man always coming in to fix the washing machine."

• Some tv commercials are turned up too loud. This is especially annoying late at night, or when they interrupt an exceptional program.

• Radio and tv in this country offer quite a lot of fine entertainment and information. Somebody has to support broadcasting, and advertising is a good way to do it. Advertisers deserve credit, and the commercials, by and large, aren't too annoying.

• Several hints for improving commercials were advanced—use more pleasing voices; tell a story; cover the sell with a soft, catchy tune; keep them short and to the point.

• Color tv is an exciting idea, but the sets cost too much, and repair and upkeep are difficult. #

Conti Agency Adds Two

Vacuum-Electronics Corp., Plainview, N.Y., manufacturer of precision high vacuum equipment, diffusion pumps, gauges and controls, and Be Cu Mfg. Co., Scotch Plains, N.J., maker of precision parts for electronic devices, have appointed Conti Advertising Agency, Ridgewood, N.J., to handle their advertising. Vacuum-Electronics, which plans a $100,000 ad budget for the next 12 months, formerly was handled by Duncan-Brooks Inc., Garden City, N.Y.

Frances Holmes, Pioneer Agency Woman, Dies at 85

LOS ANGELES, Aug. 8—Frances Holmes, known as the grand old lady of western advertising and reputedly the first woman in the world to operate her own agency, died in her sleep early today at Temple Hospital here. She was 85.

Frances Holmes

Miss Holmes, a spinster, was a tiny, lacy woman, who remained fairly active in advertising affairs until her death. Last May, she appeared at the annual awards banquet of the Los Angeles Advertising Women to participate in the program and to be honored in an off-camera version of Ralph Edwards' "This Is Your Life."

Miss Holmes was a pioneering daughter of a pioneering family. Born in 1875 in a small midwestern town near Bloomington, Ill., she moved to California with her family ten years later.

She attended Los Angeles High School, and, as she recalled for an interviewer later, eschewed a teaching career, taking some commercial courses at Woodbury Business College.

In 1896 she joined this city's first advertising agency, the old J. C. Newett agency, where she cut her advertising teeth. In 1908 she quit as office manager of Newett and moved over to a client, Bishop & Co. (cookies, pastries, etc.), as advertising manager.

■ A year later—in 1909—she moved again, this time opening her own agency with a brother, the late Oliver W. Holmes, as an associate. Until the late '20s, Miss Holmes handled a string of prominent local clients, including Challenge cream and butter, Ben Hur coffee, Globe Grain & Milling Co., Los Angeles Soap Co. (now White King), and the Los Angeles Chamber of Commerce.

Around 1930 a combination of client mergers and acquisitions, plus the illness of her mother, forced Miss Holmes, then 55, to give up the agency and go into semi-retirement. She continued active in numerous civic and trade groups, however, and subsequently has been honored by advertising organizations across the country. In 1947, the Los Angeles adwomen's group initiated its achievement awards for outstanding advertising in her honor.

CHARLES G. SHELDON

SPRINGFIELD, MASS., Aug. 8—Charles G. Sheldon, 77, portrait artist and creator of the distinctive "Breck blonde" magazine ads for Breck hair products, died in Springfield Hospital Aug. 4.

Founder and illustrator of Charles Sheldon Inc., Springfield agency, until he sold the company three years ago, Mr. Sheldon had been commissioned to paint such celebrities as the late Douglas Fairbanks, Gloria Swanson, Peggy Wood, Marion Davies, and a host of others. During the past three years, he had served as a consultant to the Sheldon agency, in semi-retirement.

HENRY D. WIGHTMAN

NAPANEE, ONT., Aug. 8—Henry Duncan Wightman, 73, formerly national advertising manager of the *Owen Sound Sun-Times* and publisher of the weekly *Napanee Post-Express*, died here Aug. 4. Mr. Wightman bought the *Napanee Express* in 1948 and was joined in partnership a year later by his son, Henry. They bought the *Deseronto Post* in 1951 and amalgamated it with the *Express*.

ALICE TANNER

LOS ANGELES, Aug. 8—Alice Tanner, vp of Tanner Gray Line Motor Tours, died at her San Marino home here yesterday, presumably of a stroke. Miss Tanner, who was in charge of advertising and sales promotion for the tour company, was a member of the numerous civic and professional groups in Southern California, including the Advertising Club of Los Angeles, the Los Angeles Advertising Women's Club, and the L. A. Chamber of Commerce, of which she was former president of the women's division. Her father, C. C. Tanner, was founder of the tour company.

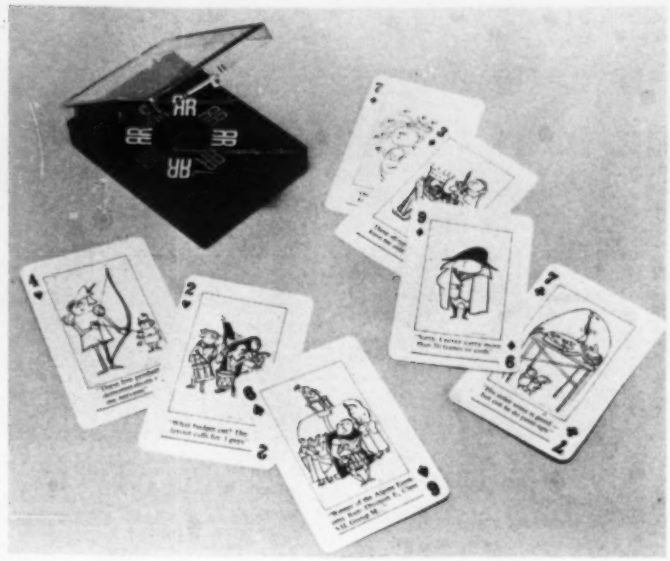
JOHN E. RICHARDS

ALPENA, MICH., Aug. 10—John Emmet Richards, 71, editor and publisher of the *Alpena News*, died Aug. 7 in his home here.

Mr. Richards held his position as editor and publisher for 35 years until his death. He served on the Michigan Crippled Children's Commission from 1934-1951, the last nine years as chairman.

Rose Joins Mathes

Charles C. Rose, formerly with the advertising department of Shell Chemical Co., has joined J. M. Mathes Inc., New York, as an account executive.



BID FOR CLIENTS—*Reiter-Ross, the sales promotion agency that startled Madison Ave. last fall when it delivered 50 live sea horses in tanks to prospective clients, is at it again. This time it's a deck of playing cards containing advertising take-off on moments in history, as shown above. The back of the deck has the R-R monogram, but the only sell in the deck is on two jokers and a filler card. Potential clients will start getting the decks on Aug. 14.*

Butcher Rejoins L&N as Senior VP on Colgate

Thomas C. Butcher has rejoined Lennen & Newell, New York, as a senior vp and coordinator on the Colgate-Palmolive Co. account, a new post. Mr. Butcher has been chairman of Jim Nash Associates, industrial designer, for the past year.

Thomas Butcher

Previously, he was president of Brown & Butcher, and from 1953 to 1958 was exec vp of Lennen & Newell. He also worked on Colgate at Wm. Esty Co. and before that, was Colgate-Palmolive advertising manager.

CBS-TV Boosts Two

CBS-TV has promoted Bruce Lansbury from director of daytime programs to the new post of general program executive, and has named Herbert F. Solow, formerly with California National Productions, to succeed Mr. Lansbury in the daytime post in Hollywood.

Farley Appoints Morand

William K. Morand, formerly space representative of Archer King Publishers' Representative Organization, Chicago, has been named space representative of Farley Co., Chicago publishers' representative.

KLM Airlines Shifts Account to Ogilvy from EWRR

(*Continued from Page 3*)

Dutch."

■ EWRR's trials with KLM began in August, 1957, when a predecessor agency, Erwin, Wasey & Co., was named to succeed Charles W. Hoyt Co. on the account, effective Jan. 1, 1958. A month later Erwin, Wasey merged with Ruthrauff & Ryan. Then, in September, KLM announced that it was giving EWRR not only the U.S. advertising account, but the carrier's worldwide advertising. Latin American advertising was to be handled out of New York, while EWRR's London office was named to handle KLM advertising in Britain and to coordinate much of the advertising in the eastern hemisphere. The entire account was said to be in excess of $2,000,000.

The next chapter in the story was written in the last week of 1957, just before the U.S. account was scheduled to move into EWRR. KLM announced then that it had decided to leave the business with Hoyt until EWRR had time to work out the problems resulting from its merger.

■ This turned out to be a three-month postponement. The KLM account did move into EWRR on April 1, 1958. It developed that Hoyt had asked to be relieved of its temporary assignment so that it could take on Lufthansa Airlines, an account which has subsequently gone to D'Arcy Advertising Co., except for the international portion, which remains with Hoyt.

The first crack in the account came one year later, when KLM decided to relieve EWRR of responsibility for advertising in the eastern hemisphere. This business was returned to KLM's hometown agency, Smit's of Amsterdam, and EWRR's London office dropped the British account.

The New York office of EWRR continued to handle advertising for Latin America, but this portion was also returned to Amsterdam earlier this year. #

Stebbins Moves Offices

Hal Stebbins Inc., Los Angeles, has moved to 9229 Sunset Blvd.

FREE SAMPLING OPPORTUNITY

In Test City, U.S.A. (Columbus, Ohio). The only cost is your product . . . 23 gross. Write to: Ralph Hemming, c/o Columbus Dispatch—Citizen-Journal, Columbus 16, Ohio.

the newspaper that IS A NEWSpaper

In fact, The Orlando Sentinel was fifth in the entire nation in the volume of news and features published during 1960.

■ When the Evening Star's news and feature content is added to The Sentinel's, the Orlando newspapers rank FIRST in the U. S. in the morning-evening combination newspaper field.

■ Orlando is no New York . . . or Chicago . . . or even a Miami . . . but The Orlando Sentinel rates in the same big league as America's leading newspapers in the nation's biggest cities, when it comes to giving the people the news in a bargain package.

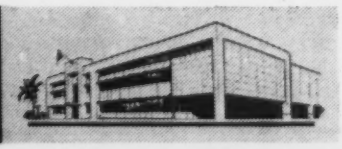
■ The top Ten Newspapers for Total News Linage, Source, Media Records.

1960 RANK BY LINAGE

Los Angeles Times	33,342,758
Miami Herald	28,899,715
New York Times	27,917,012
Oakland Tribune	25,311,163
ORLANDO SENTINEL	24,198,080
Washington Post	23,959,582
New York Herald Tribune	23,448,286
Chicago Tribune	23,383,069
San Francisco Examiner	23,287,313
Cleveland Plain Dealer	23,107,560

MARTIN ANDERSEN
Editor/Owner/Galley Boy/Ad Writer/Line Counter

Orlando Sentinel-Star
ORLANDO, FLORIDA



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FOrest 1-2800	WHitehall 4-5464	LExington 2-3667	TRinity 3-4840	FEderal 3-2229

* Issue at mid-month. Closing date is 15th of preceding month.

Aim and Response

TEN WEEKS AGO, in the June 2 issue, I made a promise to LIFE readers:

> "It will be the aim of LIFE, in the future, to be a great magazine of Events and Politics . . . of History, Religion, Science and Nature . . . of the Fine and Lively Arts . . . of Sport and Adventure . . . and Better Living . . . in all these things, to be a lively instrument of the National Purpose . . ."

There have been great stories in the midsummer issues of LIFE.

▸ A story of an all-time great soldier of the Pacific—Douglas MacArthur. This was also a story of a remarkable friendship between two nations—the U.S. and Philippines.

▸ A story of a tremendous artist—a forgotten artist now becomes the "rage of the art world"—Moreau, who bursts upon our problem-ridden world with outrageously romantic dreams and abstract experiment.

▸ A lively story on the lovely ways of Sophia Loren, one of the world's most vibrant women.

▸ A story of how London was made to look by Christopher Wren when it became, as nearly as any, the capital of the world.

▸ A spectacular story of the new 20th Century sport of sky diving.

▸ A series of stories on the South American continent, our neighbors—a journey at once into poverty and elegance.

Such stories, all within a few weeks, have made great weekly issues of the magazine, LIFE. For through them and around them has flowed a stream of visual consciousness of our immediate present. And especially with the innovations in design and story presentation which began ten weeks ago, the communicating power of picture journalism has reached a new level of intensity. LIFE has presented Berlin—the brink of current history, and LIFE has presented Better Living—the reasonable hope of decent people.

And the response? Enormously gratifying to me, as publisher. The response has come in the form of mail sacks full of letters by Americans in all walks of life, and in telephone calls and personal messages from readers as widely separated in geography and taste as a distinguished European editor and a former President of the United States.

For the present, I will submit just a few samples from the many, many which I have received. Some of the correspondents are quite prominent; some of them are, like millions of LIFE's readers, perceptive Americans, determined to keep informed and ready to be moved to action in the higher causes of winning the Cold War and building a better America. I quote:

GETTYSBURG

"Every publication that seems to me devoted to the building of a better America invariably wins from me a mental salute. LIFE's effort to define and support our National Purpose is the kind of thing that helps to increase America's dedication to her own noble aims."

—General Dwight D. Eisenhower

PARIS

"Please convey to Mr. Henry Luce my very sincere and friendly congratulations for the Hemingway issue of LIFE."

—Jean Prouvost, President, *Paris Match*

NEW YORK

"You have much more important work than to read a fan letter, but I cannot resist congratulating you on the new LIFE. It is full of excitement."

—Mrs. Ogden Reid

NEW YORK

"I could not resist writing you. I think this week's issue is the finest issue of LIFE I have ever seen. The new format stands out at its best. Archibald MacLeish's 'Farewell to Hemingway' was magnificent, the South American story extremely interesting, and right down the line everything in the issue was outstanding. This is just one man's opinion but I thought you might like to hear it."

—Philip Liebmann, President, Liebmann Breweries, Inc.

FLAT ROCK, N. C.

"LIFE recently has had something of the color and pitch of our beloved Council for Democracy of 20 years ago, which did good and valiant service as I look back."

—Carl Sandburg

CHARLOTTE, N. C.

"The hardest decision for any publisher to make is whether or not to change the format. Changing a format means he is trying to improve his publication. Improvement, making something better, is the hardest of all virtues. LIFE's format has achieved this."

—Harry Golden

LOS ANGELES

"LIFE is rendering a great national service in the policy announced by its publisher June 2 and implemented by its editors since then. The high quality of such articles as those dealing with the crisis in our hemisphere, the Berlin situation, the life of Ernest Hemingway, the return of General MacArthur to the Philippines and the world of John Adams are most expressive of American journalism at its best. I have full confidence that this policy of putting adult discussion in depth before Americans will open new channels of informed communication in our republic."

—Richard Nixon

* * * *

Most numerously, of course, people have responded by subscriptions and by their purchases of LIFE on the newsstands.

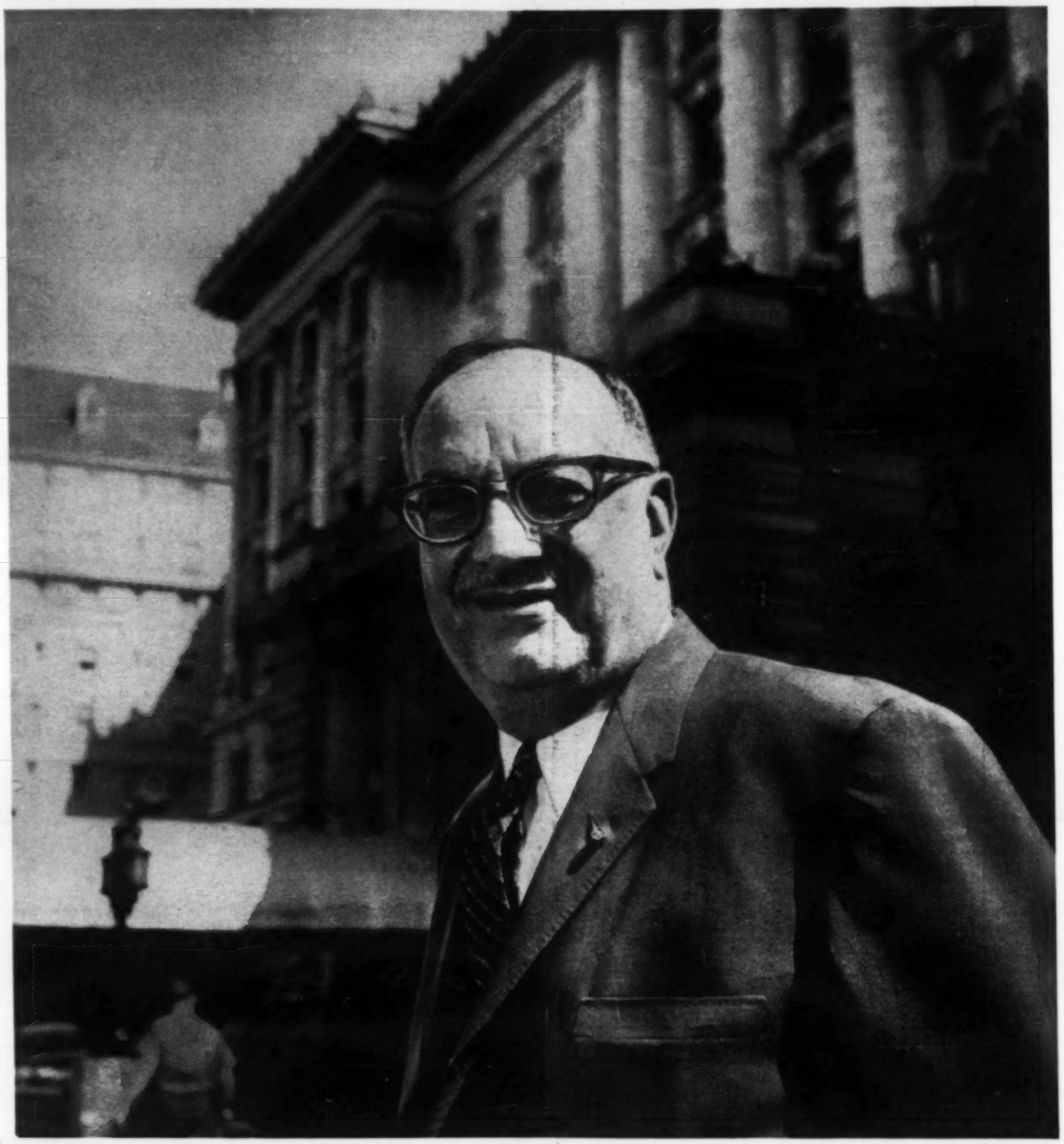
And most heart-warming of all was the response which came to LIFE's report on poverty in Latin America, and the moving story of the child Flavio. As we reported in the July 21st issue, the wholly spontaneous reaction of LIFE's audience has rescued Flavio from almost certain death and his entire family from the grip of the *favela*. Even more important to the larger human drama, LIFE's readers seem to have set in motion a broader scale assault on the twin problems of poverty and disease by their own efforts and by the efforts of the South Americans. Of this LIFE will have more to say later.

Thus, LIFE in this midsummer of 1961. For the future? A man's reach, said the poet Browning, should exceed his grasp. LIFE's aim is greatness as a magazine—and sometimes the aim becomes the grasp.

C. D. Jackson, *Publisher of* LIFE

LIFE

"I read The Chronicle every morning"



Benjamin H. Swig — Owner, Fairmont Hotel

Benjamin H. Swig is about as active as a man can be. He owns the Fairmont Hotel and is currently adding a tower to it. He is associated with eight other businesses but still has time to help others. At the last count, he was active in 63 civic and charitable groups.

He is a trustee of Brandeis University and a regent of the University of Santa Clara. He is a director of Careers Unlimited for Women, vice president of the Columbia Park Boys Club, advisor to the Salvation Army.

Sometimes he gets a medal or a citation for his effort. But mostly, he says, he gains the reward of "inner satisfaction." Like so many other leading citizens of San Francisco, he starts his day with The Chronicle.

This portrait of Mr. Swig is one of a series on the men who are building San Francisco

San Francisco Chronicle

Represented by Sawyer Ferguson Walker